



KAMINOMOTO

SINCE 1908

KAMINOMOTO PROFILE



Devote our energy to Beauty and Health

Kaminomoto Company Limited was founded in 1908, we are one of the most experienced manufactures of cosmetics and quasi-drugs in Kobe, Japan.

We are proud of being a pioneer in cultivating markets for hair growth preparations around the world, combing high technology and traditional wisdom concerning the power of natural medicinal herbs, roots and plants.

Today we are also widely known to the world outside of Japan.

Based on our corporate belief, “Devote our energy to Beauty and Health”, we have contributed to providing the customers with a richer life in harmony with nature.

We would like to provide and develop valuable products that meet the customer’s needs of beauty and health as our company name “Kaminomoto” means the source of hair and also essence of adding beauty.

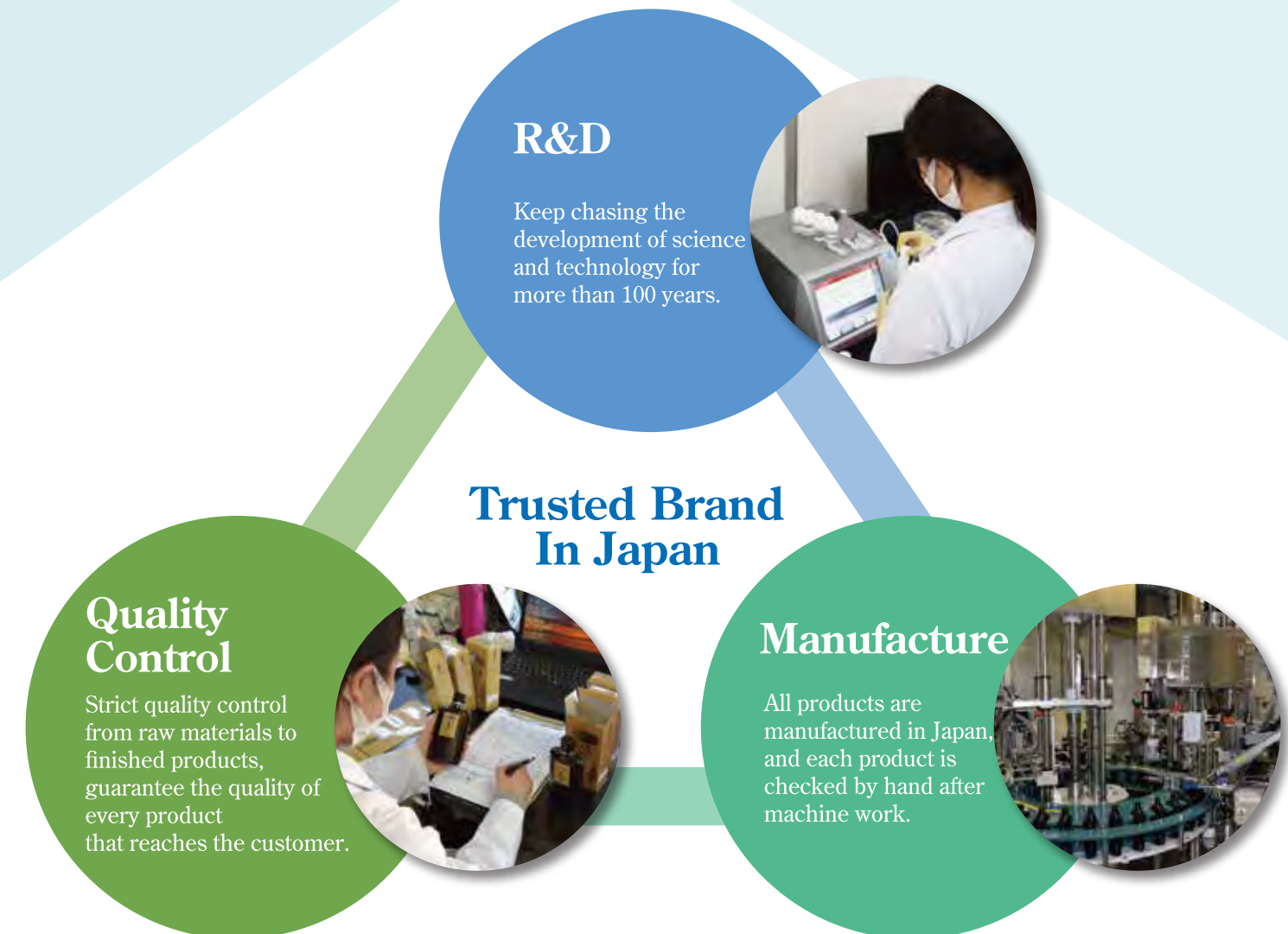
Adopted ISO management system to embody our corporate belief

We have to keep improving the quality of our products to contribute to people’s beauty and health. Thus, we adopted ISO 9001 management system so that we can keep providing good products which meet customer’s demands all over the world. By applying ISO management system, we continue to manufacture and supply safer, higher-quality products.



21th September 2018,
Kaminomoto obtained ISO9001
(Quality Management System)

All Products are Made in Japan



Anti-Counterfeit Sticker

T-Zoom technology

One of the latest banknote-grade anti-counterfeiting holographic technology, equivalent to 3-D security ribbon used in the new US \$100 bill. This technology is owned by a small number of companies and extremely difficult to duplicate.



*The label itself is silver.
Depending on the light source and viewing angle,
different colors appear.

Hologram Anti-Counterfeit Label Identification

Rotate the label around a circle under strong light lightly.
(It is recommended to turn on the mobile phone flashlight)



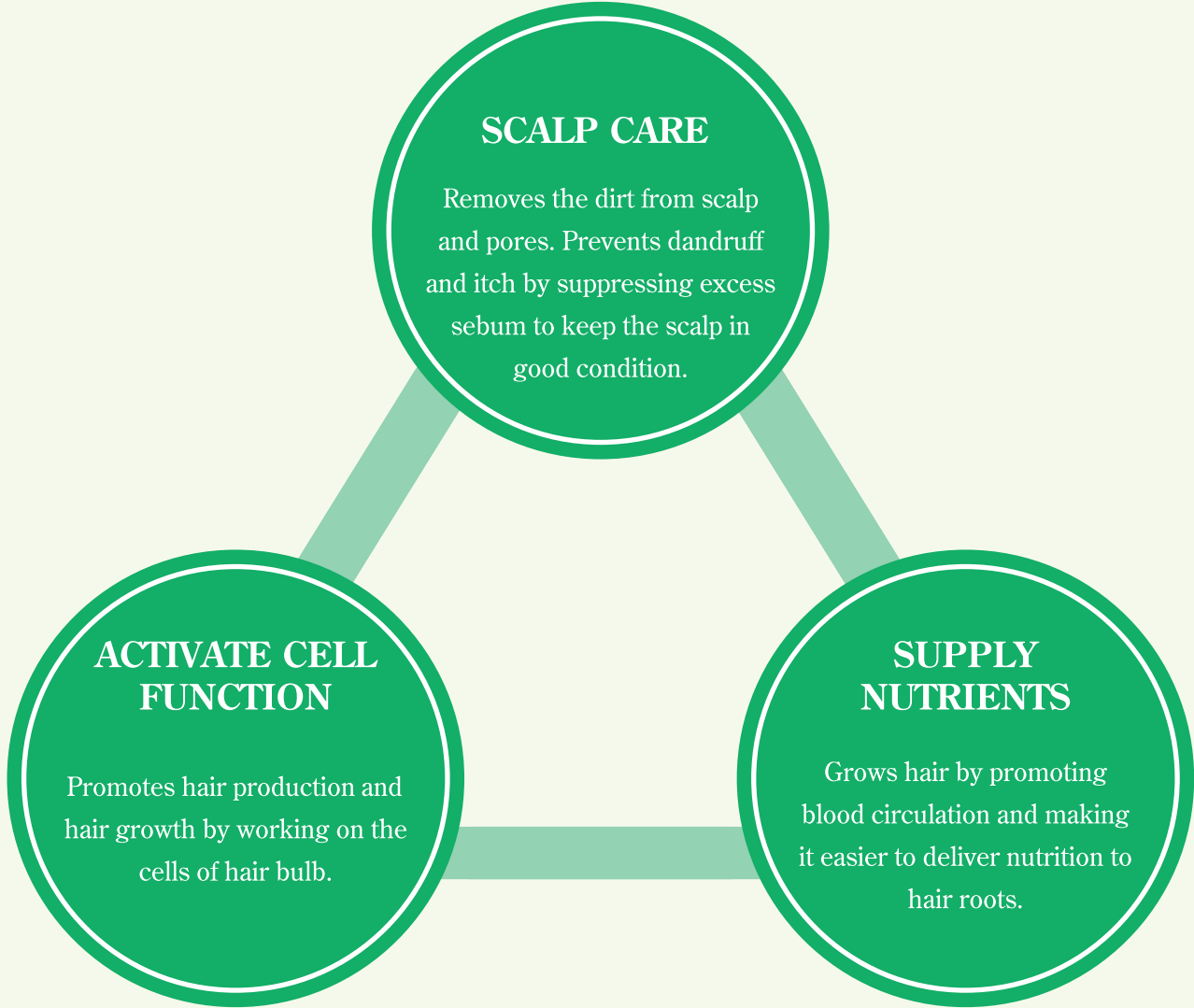
With different viewing angles, two “K”s rotate in 360 degrees.

What are HAIR LOSS FACTORS?



Aging Poor Blood Circulation Stress Poor Nutrition No Shampoo

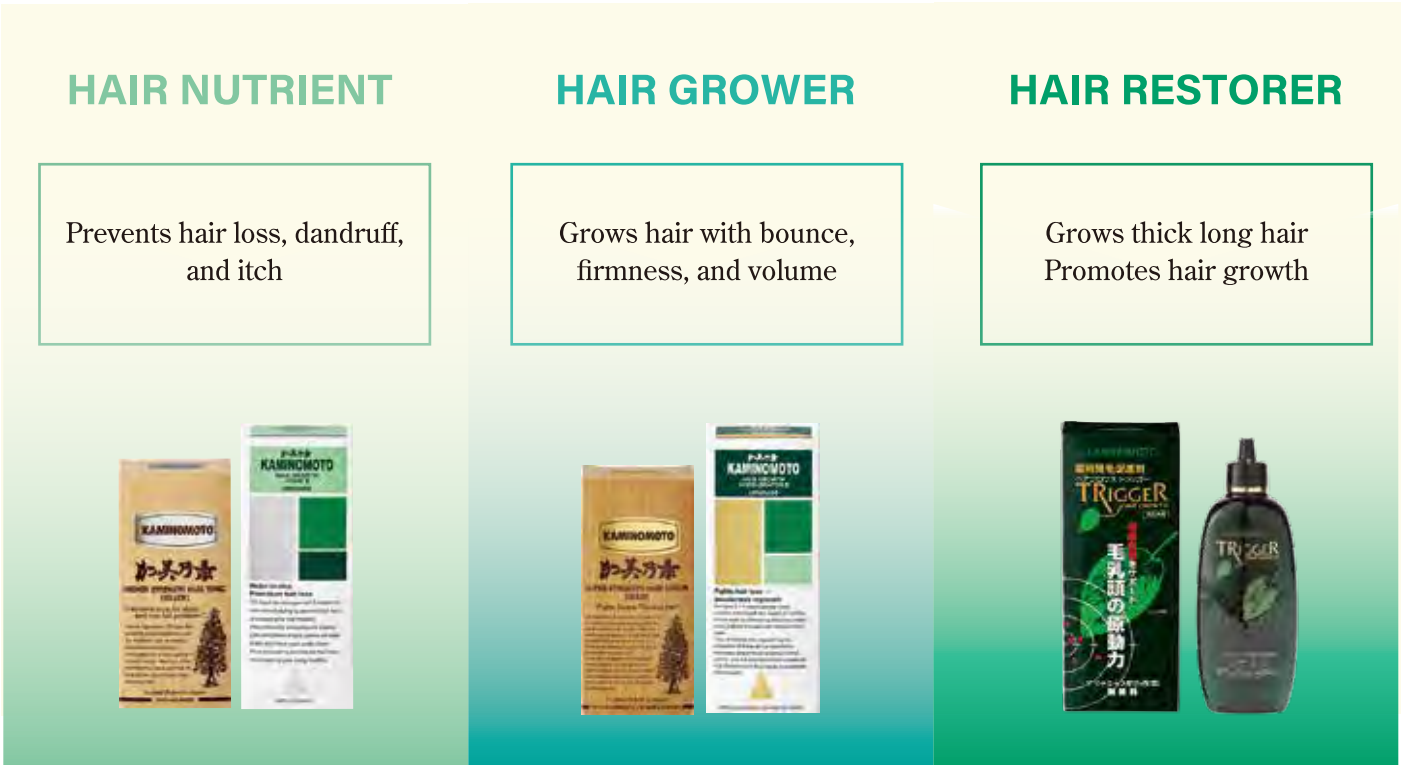
3 points approach to fight for hair problems



KAMINOMOTO'S THREE PILLARS

Kaminomoto products are categorized into three Pillars. They have their own characteristics and customers can choose according to their scalp/hair problems, thinning hair, and the degree of progression of hair loss.

Three stages: PRESERVE, GROW, and PROMOTE
The effect is higher in the order of HAIR NUTRIENT, HAIR GROWER, and HAIR RESTORER.



HAIR NUTRIENT / HAIR GROWER

Main products of Kaminomoto contain our originally developed ingredients Kamigen E, Kamigen K and CS-Base. First launched overseas in 1959, they have been improved several times and are now loved by people all over the world.



KAMIGEN K
Sophora Angustifolia Root Extract

Kamigen K is extracted by our original manufacturing method from Kujin (Sophora flavescens), which has been used as a bitter stomach medicine for a long time. It promotes blood circulation in the capillaries of the scalp.



KAMIGEN E
Isodon Trichocarpus Extract

Kamigen E is extracted from Enmeiso, which is known as a bitter stomach medicine, manufactured by our original method. It promotes hair growth by improving blood circulation in the scalp and activating cells that grow hair.



CS-Base
Sodium Fumarate & Sodium Succinate

CS-Base is a component consisting of sodium salts of fumaric acid and succinic acid. It promotes hair growth by activating the cells that grow hair.



Recommended for people...

- ✓ who start scalp care for the first time
- ✓ who want to prevent future hair loss
- ✓ who are worried about dandruff and itch
- ✓ who want beautiful, healthy scalp/hair

Hair Nutrient mainly focuses on preventing dandruff, itch, and hair fall. This product suits those who are worried about future hair loss, who use hair care product like this for the first time, or who have some trouble of dandruff and itch.

HAIR NUTRIENT

Dairy care of hair and scalp.



For Keeping hair & scalp healthy

For getting healthier hair

For preventing dandruff & itch

Left : KAMINOMOTO HIGHER STRENGTH HAIR TONIC (SILVER) 150mL
Right : KAMINOMOTO HAIR GROWTH TONIC II 180mL

Recommended for people...

- ✓ who want to grow hair
- ✓ who want voluminous hair
- ✓ who have the symptoms of thinning hair such as increasing falling hair

Hair Grower mainly focuses on growing hair with bounce, firmness, and volume. This product suits those who have the trouble of increasing falling hair, who want to grow hair and who want voluminous hair.

HAIR GROWER

Keeps hair and scalp healthy, encourages hair growth.



For preventing the increase of hair loss

For improving thinning hair

For preventing dandruff & itch

Left : KAMINOMOTO SUPER STRENGTH HAIR SERUM (GOLD) 150mL
Right : KAMINOMOTO HAIR GROWTH ACCELERATOR II 180mL

HAIR RESTORER

This product contains Kaminomoto’s original ingredients Kamigen E, CS base, and oil-soluble Masaki extract. It is positioned as the pillar with the strongest effect among our products.



Recommended for people...

- ✓ whose hair is thinning out
- ✓ whose scalp is getting visible
- ✓ who want to promote hair growth

HAIR RESTORER

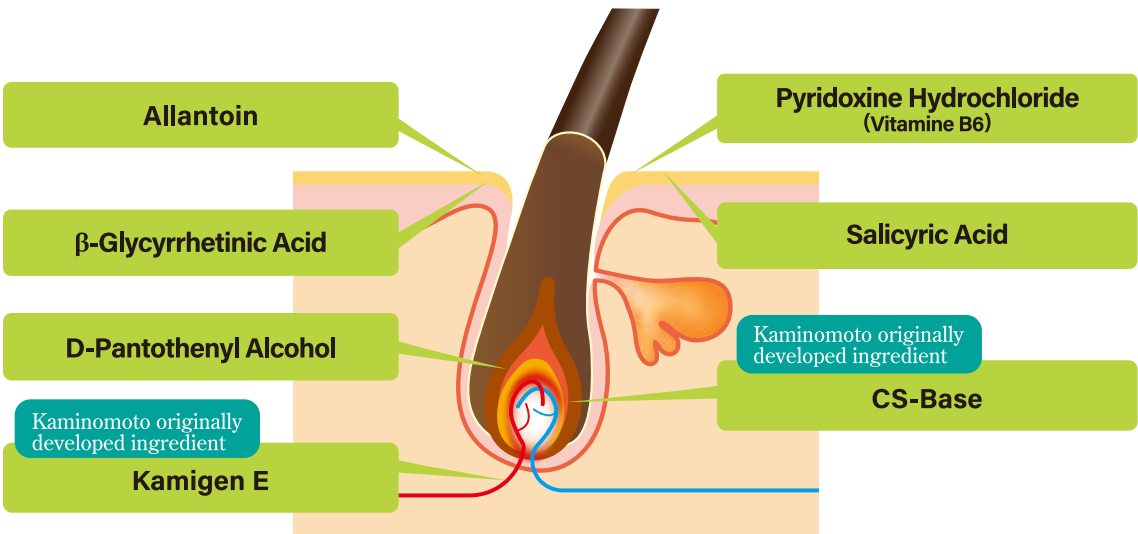
For those who are worried about thinning hair. It helps to work on the capillaries of the scalp, smoothes the nutritional supply from the blood, grows thick and long hair, and promotes hair growth.



- For preventing dandruff & itch
- For improving hair thinning
- For promoting hair growth

KAMINOMOTO HAIR GROWTH TRIGGER 180mL

Ingredients for hair & scalp care



Unique ingredient
Oil-soluble Masaki Extract

Masaki is a plant that is cultivated in gardens as an ornamental tree of the Nishikigi family. In Japan, it is called “Watochu” and was taken as a diuretic and tonic. The oil-soluble Masaki extract is highly moisturizing and contains rich triterpenoids from the plant.



HOW TO USE

Recommend to use twice a day, in the morning and at night. Keep your scalp clean by using the shampoo at least once every 2-3 days. The dirt on the scalp can cause not only dandruff, itch, and falling hair, but prevent hair growers from penetrating into the scalp. When using hair growers after shampoo, please dry your hair lightly with a towel first.



STEP 01



Sprinkle hair growers to your scalp and make it all wet.

STEP 02



Massage your scalp gently with finger cushion for 2-3 minutes.

SHAMPOO/ CONDITIONER

Basic care for a healthy scalp is to keep it clean.
At the end of a day, the scalp is dirty with sweat and sebum. Clogged pores cause skin irritation, impede hair growth, and cause hair loss and thinning.
Kaminomoto has developed shampoo and conditioner with formulas specializing in scalp care.



Recommended for people...

- ✓ whose scalp seems to be sticky
- ✓ who want to prevent sweaty smell
- ✓ who are worried about dandruff and itch

Shampoo

Removes sebum and dirt from the scalp and hair to keep them clean.
Prevents dandruff and itch and keeps the scalp healthy.
Contains bactericidal ingredient “Piroctone olamine”.

Conditioner

Moisturizing ingredients moisturize and soften the scalp.
The conditioning effects smoothes the hair, prevents split ends and hair breakage, and gives it a natural luster.
Contains bactericidal ingredient “Piroctone olamine”.



Left : KAMINOMOTO SCALP CARE SHAMPOO 300mL
Right : KAMINOMOTO SCALP CARE CONDITIONER 300mL

FOR LADIES

Women may face various hair and scalp problems in their daily lives, such as dandruff, itch, hair loss, and thinning hair, due to factors such as hair dyeing, aging, seasonal changes, and stress.
Appropriate daily scalp care is important to prevent thinning hair in the future.



Recommended for people...

- ✓ who started to worry about thinning hair
- ✓ who want to prevent future hair loss
- ✓ who are worried about dandruff and itch

Daily care product, containing Kaminomoto originally developed ingredients Kamigen K and CS-Base to support your hair firmly from the hair root.
A well-balanced hair growth ingredients promote blood circulation in the scalp, smooth the supply of nutrients to the scalp and hairballs part, and prevent hair loss. In addition, it prevents dandruff and itch and keeps the scalp healthy.

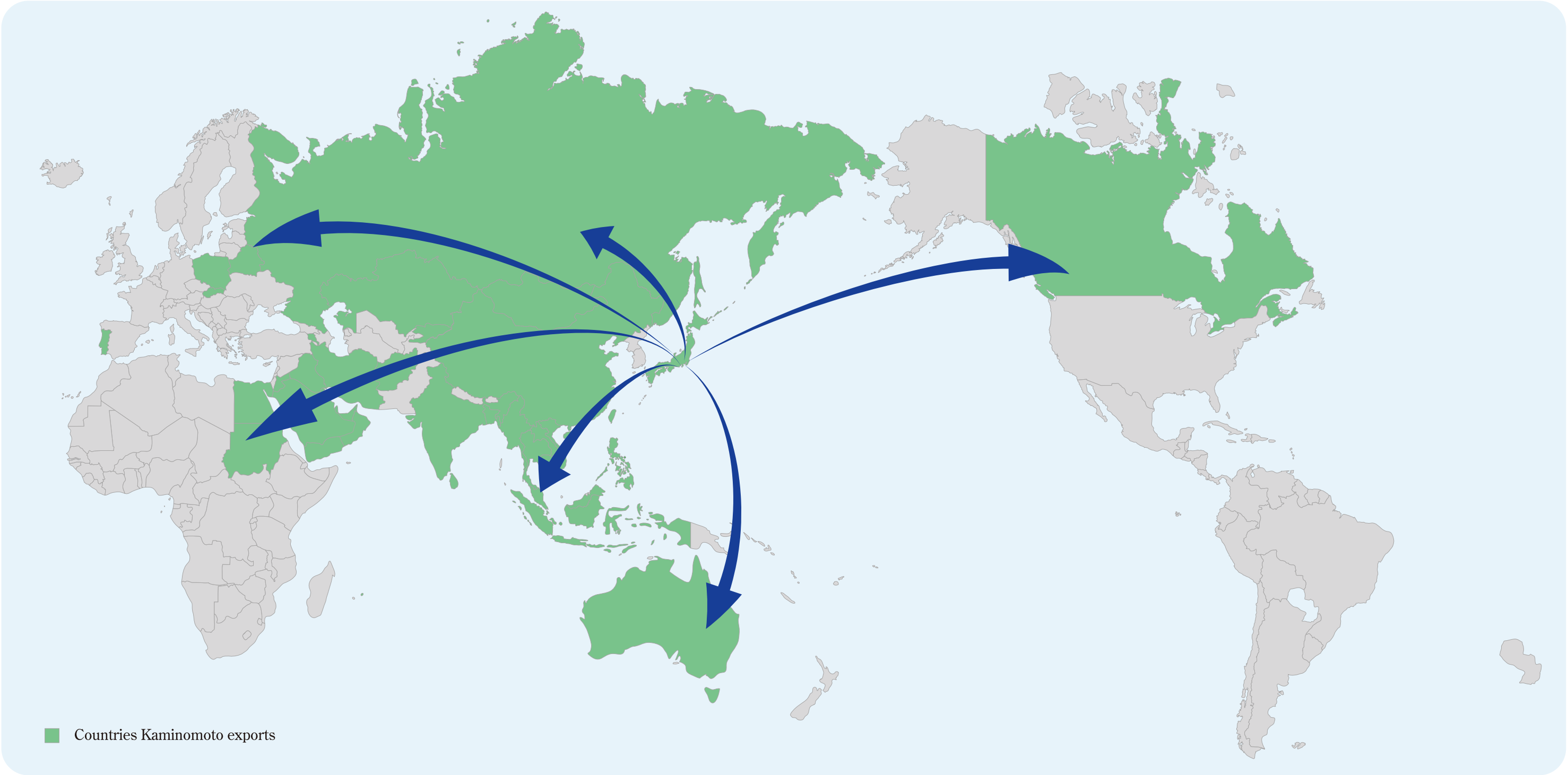


LADIES KAMINOMOTO EX 150mL























Global Map of Expansion

Kaminomoto entered the overseas market by launching the first export product for Southeast Asia in 1959, then Europe in 1961, Africa in 1965 and expanded to 45 countries and territories as of 2022. Nowadays Kaminomoto products have been used in various countries and regions of Asia, Europe, Middle East, Oceania, Africa and North America, and we are planning to further increase our sales range around the world in the future.

Since launching the first export product overseas in 1959, Kaminomoto products have been helping people with hair problems in many countries. We are engaged in research and development every day in order to convey our message all over the world that Kaminomoto will contribute to the customer's beauty and health through our products. We will continue to maintain our ardent passion for cosmetics and work together with our distributors to provide products with high quality, ease and safety.



ASIA / OCEANIA

 <i>Japan</i>	 <i>Thailand</i>	 <i>Australia</i>	 <i>Macao</i>
 <i>Singapore</i>	 <i>Malaysia</i>	 <i>The South Sea Islands</i>	 <i>Mongolia</i>
 <i>Indonesia</i>	 <i>Brunei</i>	 <i>Maldives</i>	 <i>Taiwan</i>
 <i>Vietnam</i>	 <i>Laos</i>	 <i>Bangladesh</i>	 <i>Hong Kong</i>
 <i>Myanmar</i>	 <i>Cambodia</i>	 <i>India</i>	 <i>Sri Lanka</i>
 <i>China</i>	 <i>Philippines</i>		

PRODUCT LINEUP



MIDDLE EAST / AFRICA

 <i>U.A.E</i>	 <i>Afganistan</i>	 <i>Saudi Arabia</i>	 <i>Kuwait</i>
 <i>Yemen</i>	 <i>Qatar</i>	 <i>Oman</i>	 <i>Bahrain</i>
 <i>Iran</i>	 <i>Iraq</i>	 <i>Jordan</i>	 <i>Egypt</i>
 <i>Sudan</i>	 <i>Mauritius</i>		

PRODUCT LINEUP



CENTRAL ASIA / EUROPE

 <i>Poland</i>	 <i>Russia</i>	 <i>Armenia</i>	 <i>Kyrgyzstan</i>
 <i>Portugal</i>	 <i>Kazakhstan</i>	 <i>Czech Republic</i>	 <i>Belarus</i>

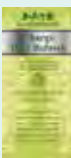
PRODUCT LINEUP









NORTH, CENTRAL AND SOUTH AMERICA

 <i>Canada</i>




PRODUCT LINEUP




KAMINOMOTO PRODUCT LIST

	Hair Tonic	Hair Nutrient		Hair Grower		
Name	Kamicool Hair Tonic	Kaminomoto Higher Strength Hair Tonic (Silver)	Kaminomoto Hair Growth Tonic II	Kaminomoto Super Strength Hair Serum (Gold)	Kaminomoto Hair Growth Accelerator II	Kaminomoto Hair Loss Care Serum
Product						
Amount	180 mL	150 mL	180 mL	150 mL	180 mL	150 mL
Character	Refreshes scalp and hair. Keeps scalp healthy and suppresses dandruff and itch.	For preventing hair loss in the future. Daily care of hair and scalp which prevents dandruff, itch, and hair fall. ➡ 5~6P		For the increase of hair loss and thinning hair. Improves hair growth and helps hair grow with bounce, firmness and volume. ➡ 5~6P		

	Hair Restorer	Hair Lotion	For Ladies		
Name	Kaminomoto Hair Growth Trigger	Kaminomoto Charge Hair Refersh	Ladies Kaminomoto EX	Hair Accelerator L	Hair Accelerator F
Product					
Amount	180 mL	150 mL	150 mL	150 mL	150 mL
Character	For problems such as visible scalp, increasing hair fall, etc. Accelerates hair growth and grows thick long hair. ➡ 7~8P	Refreshing scalp care product. Power of traditional natural plants and modern technology approach to scalp.	Well balanced hair growth ingredients help to grow hair. ➡ 10P	For hair accelerating. Lotions to make beautiful long hair.	

	Hairié Series		
Name	Kaminomoto Repair Oil	Quick Blow Mist (R)	Quick Blow Mist (M)
Product			
Amount	60 mL	180 mL	180 mL
Character	Silkiness feeling and no stickness hair oil. Repairs the hair damage and makes shiny, smooth hair.	New daily routine when drying hair. Treatment for hair blow. Helps to evaporate water on scalp and hair and keeps scalp and hair healthy after hair dryer.	

	Shampoo & Conditioner					
Name	Kaminomoto Scalp Care Shampoo	Kaminomoto Scalp Care Conditioner	Kaminomoto Hair Shampoo	Kaminomoto Hair Conditioner	Kaminomoto Mild Shampoo II	Kaminomoto Nourishing Conditioner
Product						
Amount	300 mL	300 mL	300 mL	300 mL	200 mL	200 mL
Character	Strong deep clean shampoo and scalp moisture conditioner for daily care of scalp and hair. Removes dirt that hinder the penetration of hair tonic and prevents dandruff and itch. ➡ 9P		Shampoo removes sebum and dirt on scalp and hair, prevents sweaty smell and keeps scalp clean. Conditioner moisturizes the scalp, prevents split ends and hair breakage, and gives the hair natural gloss.		Mildly cleans the scalp and pore, removes dirt that hinder the penetration of hair tonic. Pre-care products to fix the environment of hair growth.	

	Elastect Whitening Skincare Cosmetics				
Name	Elastect Whitening Face Wash Foam	Elastect Whitening Mild Water (Fresh)	Elastect Whitening Mild Water (Moisture)	Elastect Moisture Whitening Cream (Fresh)	Elastect Moisture Whitening Cream (Moisture)
Product					
Amount	120 g	180 mL	180 mL	30 g	30 g
Character	Gently washes off dirt that cause dullness and keeps skin in good condition. Makes skin clean and keeps it from acne.	Whitening Toner for moisturizing skin after face washing. Fresh type for oily skin. Moisture type for dry skin. Vitamin C derivative AA-2G, a new lightening ingredient suppresses the melanin generation process, protects skin from discoloration and blotches by sun burn.		Whitening cream for helping to maintain moisture after toner. Fresh type for oily skin. Moisture type for dry skin. Vitamin C derivative AA-2G, a new lightening ingredient suppresses the melanin generation process, protects skin from discoloration and blotches by sun burn.	

- 1908
- Founded in Kobe. Launched “KAMI PAPER POWDER”
- 1932
- Started to manufacture and sell Hair Restorer, “KAMINOMOTO”
- 1951
- Recovered after World War II. Relocated the headquarters and factory to the current place, and resumed manufacturing and launching “KAMINOMOTO”
- 1959
- Launched “KAMINOMOTO” for the South East Asia
- 1960
- Won an Invention Prize for “KAMINOMOTO”
- 1961
- Expanded business into Europe
- 1962
- Reported our original ingredient “KAMIGEN ”for Alopecia in the Third International Federation of Societies of Cosmetic Chemists (IFSCC) in New York
→refer to the next page
- 1965
- Expanded business into Africa
- 1970
- Expanded business into Middle East
- 1990
- Reported about “Incentive to Melanocyte” at The World Congress of Pharmacology in Amsterdam
- 1995
- Hanshin-Awaji Earthquake occurred. Especially, our manufacturing line was heavily damaged by the earthquake but we resumed it and restarted manufacturing very soon
- 1996
- Launched whitening skin care products with the new patent Vitamin C “AA-2G”, “Elastect Whitening”
- 1997
- Reported our original ingredient “AA-2G” at The International Federation of Societies of Cosmetic Chemists in Acapulco
- 2003
- Launched New Hair Accelerator “Hair Growth Trigger” with Oil-soluble Masaki Extract which is extracted from Masaki leaf and stem.
- 2014
- Developed New Brand “Hairié” for a younger generation
- 2017
- Presented the hair papilla cell proliferation promoting effect of Isodon Trichocarpus at The Pharmaceutical Society of Japan and Japan Society of Medical and Pharmaceutical Science for Traditional Medicine
- 2018
- Got ISO 9001 certification
- 2021
- Reported the hair papilla cell proliferation promoting effect of Isodon Trichocarpus in the Journal of Natural Medicines
→refer to the next page

Determination of the mechanism of action of hair growth ingredient, Kamigen E

Research outlines

In 1962, Kaminomoto first reported about a medicinal plant effective for hair-loss in the Third International Federation of Societies of Cosmetic Chemists (IFSCC) in New York city.

This report showed the efficacy of the plant based on about 130 clinical cases obtained at Kobe sanatorium (currently: Kobe Medical Center), and had a great response. It caused us to develop Kamigen E, derived from medicinal plant, Enmeiso, and Kamigen K, derived from crude drug, Kujin, both of which were approved as active ingredients for hair grower.

However, it had long been uncertain of the activator and the mechanism to prove the clinical effect.

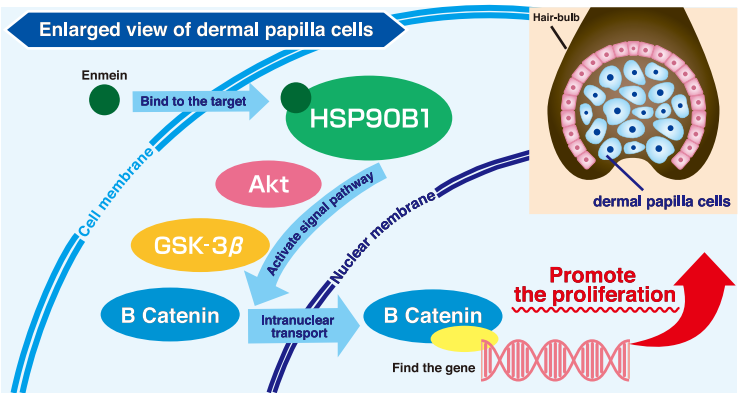
Kaminomoto found in a joint research with a Japanese university since 2012 that a kind of diterpene, called “enmein”, exists in Kamigen E, and it promotes the proliferation of human follicle dermal papilla cells, which are the control tower for hair growth, and produces a protein called VEGF which promotes hair growth. We reported this result of the research in January 2021 with the university. *1)

In addition, we found that enmein activated the Akt/GSK-3β/β-catenin pathway, which is one of the intracellular signal transduction systems, in hair follicle cells.

We used chemical biology techniques to search for enmein target molecules. As a result, we found that enmein binds to the intracellular molecular chaperone “HSP90B1”. HSP90B1 is a protein that draws an attention as a molecule involved in the regulation of the Akt/GSK-3β/β-catenin pathway.

These series of research results indicate that enmein, which is present in Kaminomoto original active ingredient Kamigen E, activates the Akt/GSK-3β/β-catenin pathway by binding to HSP90B1 and promotes the proliferation of human follicle dermal papilla cells.

This signal transduction pathway is expected to be one of the new hair growth theories, and will work on elucidating a more detailed mechanism in the future.



Reference
*1) Manse, Y., et. al, Ent-kaurane-type diterpenoids from Isodonis Herba activate human hair follicle dermal papilla cells proliferation via the Akt/GSK-3β/β-catenin transduction pathway., J. Nat. Med., 75(2), 326-338, 2021.

Glossary

- Enmeiso -It is a perennial plant of the Labiatae family and has traditionally been used as a bitter stomach medicine in Japan.
- Dermal papilla cells -Cells which produce growth factors that regulate the hair cycle. It regulates hair growth by producing various cytokines required for hair growth and supporting the hair matrix cells which are the source of hair.
- Chemical biology-A discipline that uses molecular and organic chemistry techniques to clarify the functions and reactions of in vivo molecules such as proteins at the molecular level.
- Diterpene -A general term for natural chemical substances produced by plants that have an intramolecular structure of C₂₀H₃₂
- Akt/GSK-3β/β-catenin transduction pathway -One of the intracellular signal transduction pathways that responds to extracellular stimuli. Famous for the relationship with cell proliferation
- HSP90B1 -A type of heat shock protein. It is also called a “molecular chaperone”, because it helps other protein molecules fold correctly and acquire function. HSP90B1 is drawing attention in relation to the immune system.
- VEGF -Vascular Endothelial Growth Factor. One of a group of glycoproteins involved in angiogenesis. It is known to act on hair cycle and promote hair growth.



KAMINOMOTO CO., LTD.
KOBE, JAPAN