

Atopy labo Co., Ltd



About Us

Company name
Representative
Established
Location

Atopy labo Co.

Ikebe Itsuko

2005

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Fukuoka City, Fukuoka

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<https://atopy-labo.jp>

1.

Brand Introduction | Overview and History



自利利他(jililita)... Our origins lie in a mother's love for her children. Atopy labo is rooted in the belief that the happiness of our customers is the happiness of our company.

※自利利他 is the concept that business must benefit society as well as oneself.

What we do

We manufacture and sell gentle skincare cosmetics that are safe for use by the 1.2 million total members of our co-op association and for people with sensitive skin throughout Japan.



History

Corporate History



November 2005

Established.

September 2006

Obtained cosmetics manufacturing license.

November 2006

Obtained license to manufacture and sell cosmetics.

Developed Dr.Itsuko series.

April 2017

Obtained Japan Agricultural Standard for Organic Agricultural Products (Organic JAS certification).

November 2020

Obtained production process control certification.

Obtained quasi-drug manufacturing license.

Obtained quasi-drugs manufacturing and sales license.

2.

Market Standing

About the Established Markets

- ◇ *Environmental awareness is growing around the world.*
- ◇ *Skin care will become even more important in the future.*
- ◇ *Cosmetics that suit skin type will be chosen.*

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Global Environmental Awareness Survey

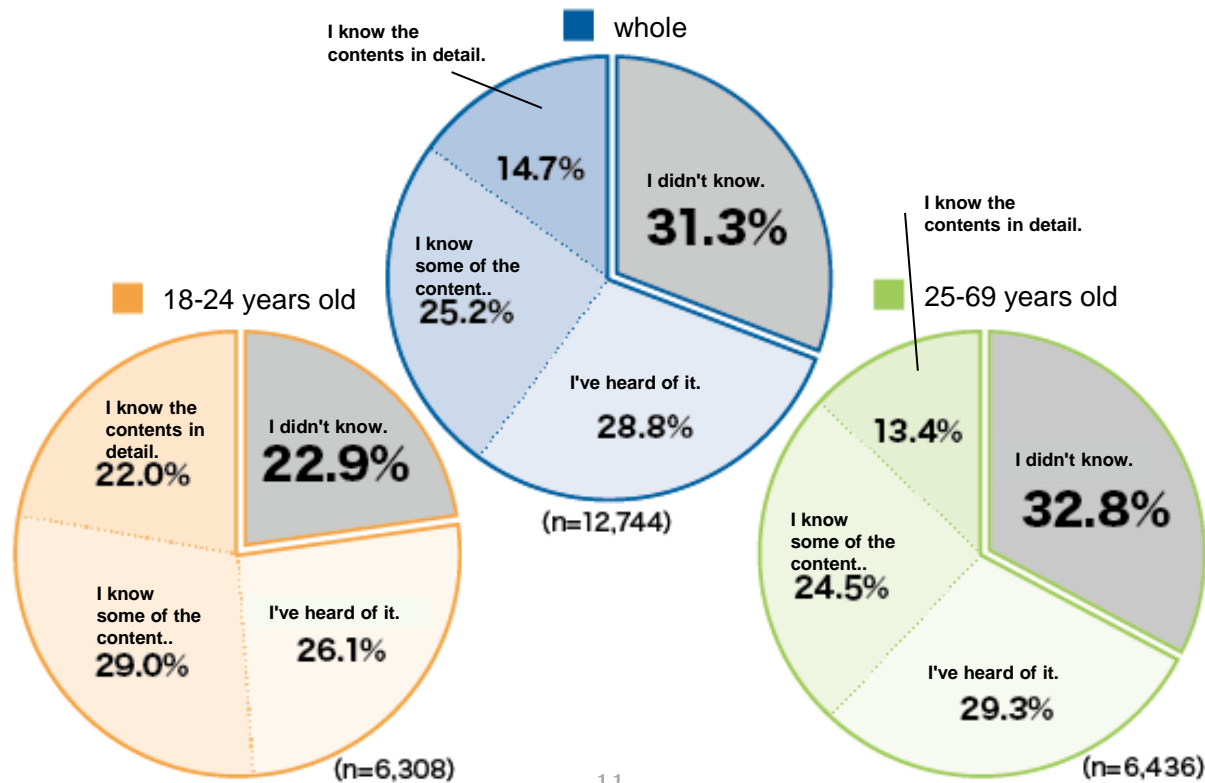
<Survey Summary>

- Objective of the survey: To understand the actual status of awareness of environmental issues and behavior of the general public in Japan and overseas.
- Target : 13,332 men and women (6,585 aged 18-24, 6,747 aged 25-69)
- Survey area: Japan and 24 overseas countries (South Korea, China, Singapore, Indonesia, India, Australia, the U.S., Canada, Mexico, Brazil, and China) South Korea, China, Singapore, Indonesia, India, Australia, Mexico, Brazil, the United Kingdom, France, Germany, Italy, Spain, Belgium, Poland, Norway, and the United States) and 24 overseas countries. (Belgium, Poland, Norway, Sweden, Turkey, United Arab Emirates, Egypt, Nigeria, South Africa)
- Survey method: Internet research
- Survey period: June 23 (Thursday) to July 18 (Monday), 2022
- Number of valid responses: 13,332 samples
- Survey entity: Asahi Glass Foundation



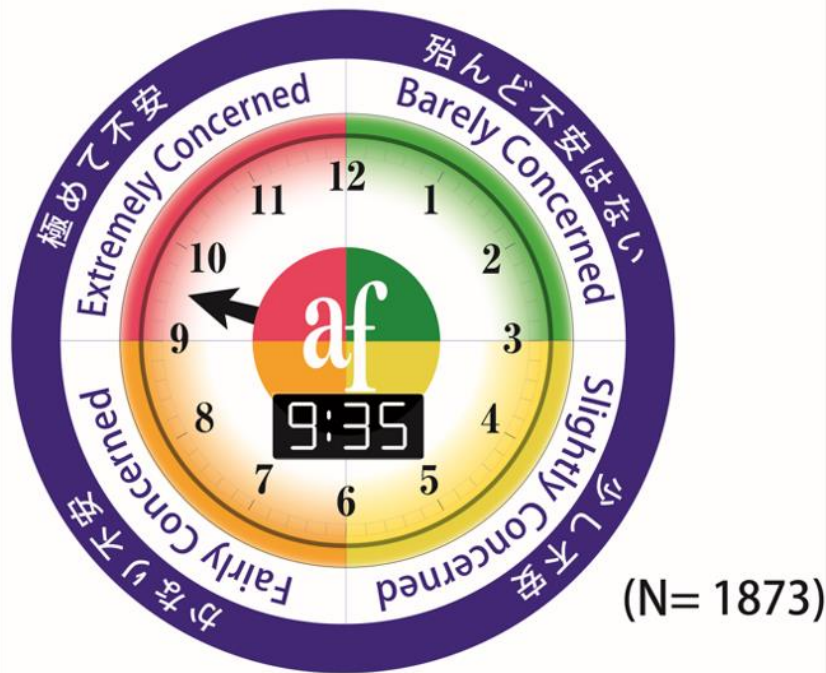
Global Environmental Awareness Survey

Awareness of Sustainable Development Goals (SDGs)

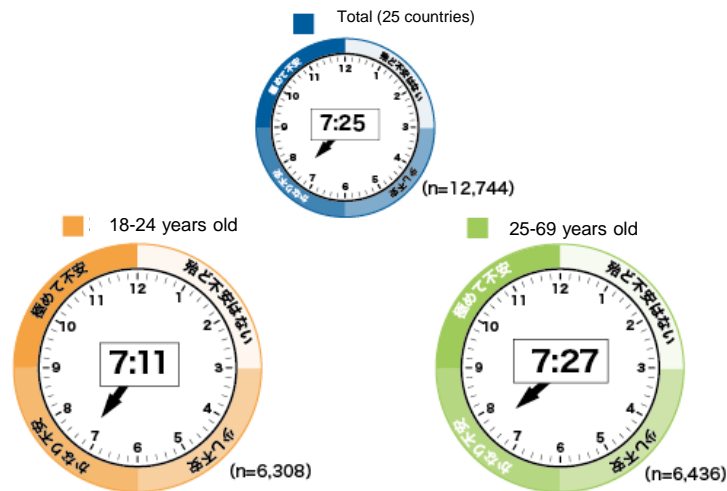


Global Environmental Awareness Survey

■World experts



■What is your idea of the "Environmental Crisis Clock" and what time is it?



About the Established Markets

- ◇ *Environmental awareness is growing around the world.*
- ◇ *Skin care will become even more important in the future.*
- ◇ *Cosmetics that suit skin type will be chosen.*



Increased skin care orientation

<Survey Summary> This chart shows the percentage of skin care products (11 products, excluding facial cleanser) and makeup products (9 products) used.

1. Beauty Item Usage [1] Usage rate of skincare and makeup products.

Skincare (11 products) = lotion, milky lotion, cream, UV cosmetics, whitening essence, basic whitening products, mask, moisturizer, eye cream, pore pack, makeup remover

Makeup (9 items) = foundation, face powder, base cream, eye shadow, mascara, other eye makeup, lipstick, lip gloss, nail polish

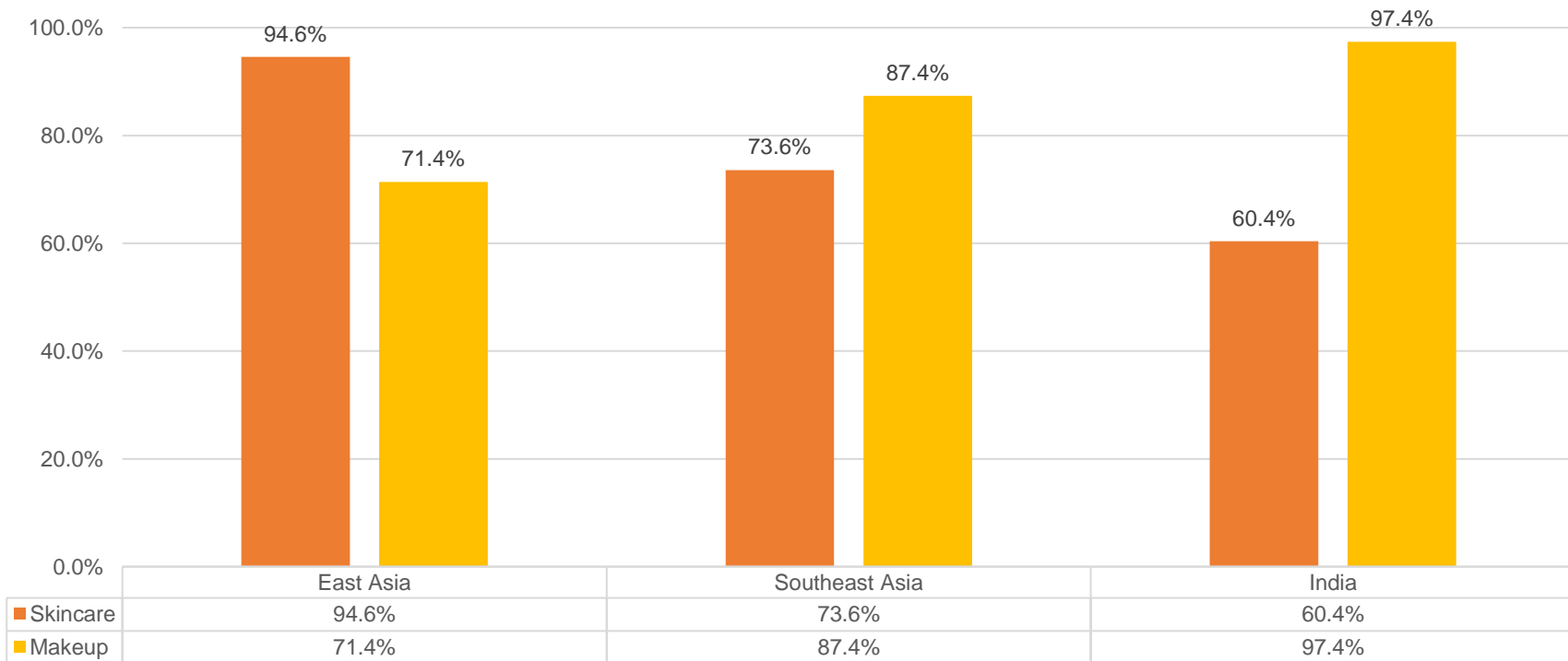


引用 : Global HABIT HAKUHODO

Skincare Makeup

Usage Rate of Skincare and Makeup Products

Q: Which of the following products do you use on a daily basis? (Multiple answers; numbers for those who answered at least one)



Increased skin care orientation

◇East Asia (6-city average): **skin care product use (94.6%)** > makeup use (71.4%)

In Seoul, Taiwan, Hong Kong, and the three Chinese cities, the skincare product use rate is high at over 90%. However, there are differences in the use of make-up products, with Hong Kong, Taipei, and Seoul at over 80%, but only 50-60% in the three Chinese cities.

◇Southeast Asia (6-city average): skincare use (73.6%) < **makeup use (87.4%)**

In all six Southeast Asian cities, make-up use exceeded skincare use, with the exception of Singapore and Bangkok. Skin care < make-up in 4 cities (Kuala Lumpur, Metro Manila, Jakarta, Ho Chi Minh City) Skin care = make-up in 2 cities (Singapore, Bangkok)

◇India (2-city average): skincare products use rate (60.4%) < **makeup products use rate (97.4%)**

A woman with light brown hair is wrapped in a white bathrobe and a white towel around her head. She is looking upwards and to the left with a thoughtful expression. A dollop of white cream is visible on her right cheek. Her hands are clasped together in front of her.

Increased skin care orientation

We believe that functional skincare will become increasingly important for improving skin damage caused by makeup and improving makeup application.

About the Established Markets

- ◇ *Environmental awareness is growing around the world.*
- ◇ *Skin care will become even more important in the future.*
- ◇ *Cosmetics that suit skin type will be chosen.*

Are cosmetics that are suitable for the skin type chosen?

[n=3,453]

order	Japan	order	Taiwan	order	Vietnam	order	Malasia
1	Suitable for skin type	1	Suitable for skin type	1	Suitable for skin type	1	Suitable for skin type
2	Price	2	Quality	2	Quality	2	Quality
3	Word of mouth	3	Word of mouth	3	Word of mouth	3	Price
4	Quality	4	Price	4	Price	4	Word of mouth
5	Texture	5	Texture	5	Design	5	Texture
6	Design	6	Design	6	Texture	6	Design

※Items with the same rank are tied

Citation : 日刊工業新聞

Are cosmetics that are suitable for the skin type chosen?

[n = 3,405]

order	Japan		order	Taiwan	
1	Blemishes and freckles	20.3%	1	Blackheads and keratin plugs in pores	38.2%
2	Wrinkles and sagging skin	19.7%	2	Shine	13.4%
3	Blackheads and keratin plugs in pores	18.7%	3	Dry skin	11.8%
4	Dry skin	17.7%	4	Lack of elasticity and luster	11.1%
5	Rough skin, sensitive skin	15.0%	5	Rough skin, sensitive skin	11.1%
6	Lack of elasticity and luster	5.3%	6	Blemishes and freckles	8.4%
7	Shine	3.3%	7	Wrinkles and sagging skin	6.1%
order	Vietnam		order	Malasia	
1	Blackheads and keratin plugs in	26.9%	1	Blackheads and keratin plugs in pores	29.9%
2	Rough skin, sensitive skin	26.4%	2	Rough skin, sensitive skin	17.6%
3	Lack of elasticity and luster	15.9%	3	Dry skin	16.8%
4	Blemishes and freckles	12.4%	4	Blemishes and freckles	9.8%
5	Wrinkles and sagging skin	10.9%	5	Wrinkles and sagging skin	9.2%
6	Dry skin	6.5%	6	Shine	8.3%
7	Shine	1.0%	7	Lack of elasticity and luster	8.3%

※Items with the same rank are tied

Citation : 日刊工業新聞

3.

company's strengths

Company's strengths

- ◇ Since its establishment, the company has been developing cosmetics that are environmentally friendly (i.e., do not use petroleum-based raw materials).
- ◇ The company manufactures and sells basic cosmetics that can be used by people with sensitive or dry skin.
- ◇ Since these cosmetics can be used even by those with weak skin, the company can offer a product lineup that suits the skin types of many people.

4.

our products

Our Products

Targeted

Purchase demographics (personas)

◇ Mothers 30~40 years old (their children have atopic dermatitis)



◇ Women over 60 years old



◇ Those who are concerned about dryness in hot and humid environment.



◇ Those who want to solve skin problems caused by rough masks.

◇ Those who are concerned about the effects of ultraviolet rays and sunscreen on their skin.



◇ Those who are concerned about the effects of PM2.5 on their skin.

◇ Those who are concerned about skin care after removing makeup.



Our Products

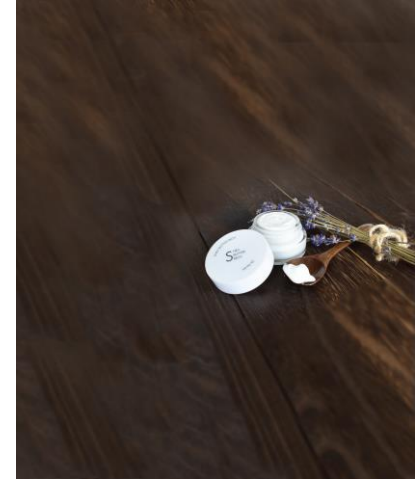
beeswax



- w/o Cream
- Highly moisturizing
- Contains anti-inflammatory plant extracts
- Long seller for over 10 years

Our Products

Shea butter rich



- Oil-based cream
- Highly moisturizing
- Contains Aomori Proteoglycan*.

*Ingredient awarded "Best New Ingredient" at Naturall Products Expo West 2017.

Our Products

Essence Series

Plant extract essence mix.

Can be added to your lotion at the time of use.



Essence A: Skin elasticity improvement

Essence B: UV Protection

Essence C: Prevents rough skin caused by sunburn

Our Products

Sleep Recovery Balm



※Coming Soon

Highly moisturizing
Easy to blend in
Before going to bed at
night
Anti-wrinkle
Whitening

Our Products

VitaC milking lotion



※Coming Soon

Anti-Skinning
Whitening
Refreshing and Moisturizing
Before going out
Recommended for Men

Our Products

Botanical Clear Cleansing Oil



※Coming Soon

Natural origin factor
(including water) 99.96
3 types of plant oils and 5
types of plant extracts
Less stressful to the skin

5.

What we can do for you

What we can do for you

(For Companies)

- Improvement of corporate image by providing environmentally friendly products.
- Prompt response to customer questions, concerns, complaints, and returns.
- Responding to large orders and proposing new products through cooperation with affiliated OEM factories.
- Propose other health foods (supplements, health tea, tea).
- Provision of paid and free samples⁵².

What we can do for you

(For Consumers)









- Gentle on the skin due to its natural origin.
- Can be used even on sensitive skin.
- Can be used by everyone from babies to the elderly.
- Can be used for babies to elderly people.
- Many product categories.



5.

Future Flow

Future Flow

No.		First month	2nd month	3rd month	4th month								
1	Product proposals and online meeting												
2	Sending sample materials for your consideration												
3	Product Decision												
4	Provide lot and quotation												
5	Presentation of sales contract												
6	receive attention												
7	manufacture												
8	Merchandise Shipment												

Thank you.