

Kitanotatsujin launches “MOUDAS” medicinal hair regrowth stimulant, the only one of its kind available in Japan

Offering all of the 13 types of actions officially confirmed in Japan
 to have a hair regrowth stimulating effect
 Simultaneous launch of “MOUDAS” medicinal shampoo and supplement

Kitanotatsujin Corporation (the “Company”) hereby announces the launch of “MOUDAS Medicinal Hair Regrowth Stimulant” on October 19, 2021, which offers all of the 13 actions that have officially been confirmed in Japan to have a hair regrowth stimulating effect.

This product is a hair regrowth stimulant developed for the mass market, which contains five active ingredients that cover all the actions that have been confirmed to contribute to stimulating hair regrowth, and thus can address a broad range of problems with hair growth, such as thinning hair and hair loss.

The Company also launched on the same day “MOUDAS Medicinal Shampoo,” which improves the condition of the scalp to help the penetration of hair regrowth stimulant, and “MOUDAS Supplement,” which provides support from inside the body to stay in peak physical condition.



Market environment and the development of MOUDAS

As causes of issues with hair growth, such as thinning hair and hair loss, have been identified, there are a vast variety of products and services available in the market to address them. The actions of medicinal hair regrowth stimulants that have officially been confirmed to have a hair regrowth stimulating effect can be categorized into 13 types. The hair regrowth stimulants currently sold in the Japanese market only adopt a subset of these 13 types of actions.

Under these circumstances, the Company undertook the development of a “hair regrowth stimulant that encompasses all the actions that contribute to promoting hair regrowth” to meet the needs of customers who are seeking improvement but cannot find products compatible with their hair, or who are unsure of what product to use. This endeavor led to the launch of “MOUDAS Medicinal Hair Regrowth Stimulant” for the mass market.

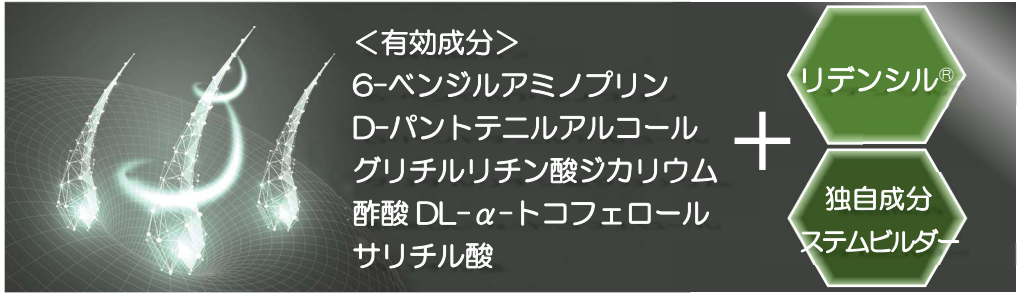


The market for scalp care and hair regrowth products, which address long-term male hair concerns, has grown significantly as these products satisfy demand from customers in their 20s to 50s, including those who use them for the prevention of hair issues. Demand has gathered momentum amid the COVID-19 pandemic, with an increase in video conferencing resulting in people seeing their own hair more frequently on computer monitors. The market is estimated to have reached approximately 85 billion yen in 2020 (according to “Market Trends Survey on Scalp Care and Hair Regrowth Products,” January 19, 2021; Fuji Keizai Group Co., Ltd.), and is expected to grow further going forward.

Offering this steadily growing market the “MOUDAS” series, which broadly addresses complex and deep hair concerns, the Company will work to gain new customers and further increase sales.

The effect of the launch of the “MOUDAS” series on the Company’s financial performance has been included in the forecast of consolidated and non-consolidated financial results for the year ending February 28, 2022, announced on April 14, 2021. If any matter requiring disclosure arises due to, among other reasons, progress in gaining new customers, the Company will provide immediate disclosure.

Product details

Product name	MOUDAS HAIR GROWTH LOTION
Summary description	Hair regrowth stimulant offering all actions that promote hair regrowth (hair growth), the only one of its kind
Features	<p>◆ Contains five hair regrowth stimulating active ingredients that reach hair roots</p>  <p>◆ Also contains Redensyl®, an ingredient attracting attention in the hair growth industry</p> <p>◆ “Stem Builder,” the Company’s proprietary ingredient that combines four plant-derived ingredients, helps ensure healthy scalp conditions</p>
Unit price (including tax)	List price 15,400 yen Regular-course price 7,678 yen
Selling site	https://www.moudas.com

Product name	MOUDAS MEDICATED SHAMPOO
Summary description	Medicinal amino acid-based shampoo that improves scalp conditions to help the penetration of hair regrowth stimulant
Features	<p>◆ Contains the five hair regrowth stimulating active ingredients contained in MOUDAS Medicinal Hair Regrowth Stimulant</p>  <p>◆ Offers a penetration sensing function, which provides a sense of refreshing coolness and allows users to feel improved scalp conditions</p> <p>◆ Also offers the function of helping hair to stay up and adding additional volume</p>
Unit price (including tax)	List price 7,040 yen Regular-course price 3,520 yen
Selling site	https://www.kaitekikobo.jp/moudas-s

Product name	MOUDAS SUPPLEMENT
Summary description	Supplement that provides support from inside the body to stay in peak physical condition
Features	<p>◆ Contains 15 selected ingredients such as banana extract, millet seed extract, and kelp roots</p> <p>◆ Taking MOUDAS Supplement is a simple way to ensure balanced nutrition and maintain health</p>
Unit price (including tax)	List price 10,757 yen Regular-course price 5,378 yen
Selling site	https://www.kaitekikobo.jp/moudas-k

(Notes)

- The term “the 13 types of actions” as used in this text refers to the direct and indirect actions of active ingredients that have been approved for hair growth products (quasi-drugs), which can be categorized into the following 13 types: (1) stimulating hair regrowth, (2) protecting hair growth, (3) enhancing hair papillae, (4) extending the hair growth period, (5) supporting hair growth, (6) supporting hair follicles, (7) providing nutrients for promoting blood circulation, (8) stimulating hair growth, (9) maintaining scalp conditions, (10) providing an anti-inflammatory effect, (11) normalizing the hair growth cycle, (12) reducing the secretion of sebum, and (13) stimulating hair.
- The reference to the MOUDAS medicinal hair regrowth stimulant as “the only one of its kind” in this text is based on the results of a survey by TFCO Co., Ltd. as of October 2021 on hair growth products (quasi-drugs), including OEM products, sold in Japan by 67 companies engaged in the manufacture and sale of hair growth products (quasi-drugs).
- Redensyl® is a registered trademark of Givaudan S.A.
- “Stem Builder” is an ingredient made of green tea extract (1), hops extract, Eugenia caryophyllus (clove) flower extract, and Citrus unshiu peel extract, and helps ensure healthy scalp and hair conditions.
- “Penetration” referred to in this text refers to penetration as far as the horny layer.