



ARIMINO *Men*


ARIMINO
Men

ARIMINO MEN
Care & Styling Series

ARIMINO

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Long-lasting freshness "ARIMINO MEN"

Hair care for healthy scalp and hair. Inner care to support men's health.

Styling for a lasting clean and neat look.

"ARIMINO MEN" is a brand for men with a new concept that makes you feel positive everyday.



CARE SERIES



"Preventive care" to keep
your scalp and hair **healthy**.*

*Dirt/damage/dryness

This hair-care series was born to tackle the hair-loss resulting from friction and tangles caused by shampoos that don't lather enough, as well as the source of odor that are hard to get rid of just by regular care. Salon care combined with daily care at home will improve the health of scalp and hair.

Hair-loss causes

Clogged pores

Frictions

Dryness/
Stimulus



Scalp cleansing with oil

The product is infused with olive oil and carbonated (aerosol) bubbles, which lift the clogged debris and cleanse out pores completely.



Firm bubbles reduce friction.

The surfactant derived from olive oil creates fine and firm bubbles that reduce friction. It foams well and gives nice feeling when washing.



Plant-derived extract moistures scalp and keeps it healthy.



The formula is enriched with Saccharina sculpera (its extract), a powerful moisturizing agent, and herbal extract (marjoram extract), a popular ingredient since ancient times. They moisture the scalp and protect it from drying.

STYLING SERIES



Provides excellent hold
but very pliable for best styling.

Holding power

Super
hard

Hard

Natural gloss

Wet feel

Glossy feel



FREEZE KEEP GREASE

Glossy and wet feel

Recommended for Tight look



HARD BALM

Natural gloss x Lightness

Recommended for Casual look

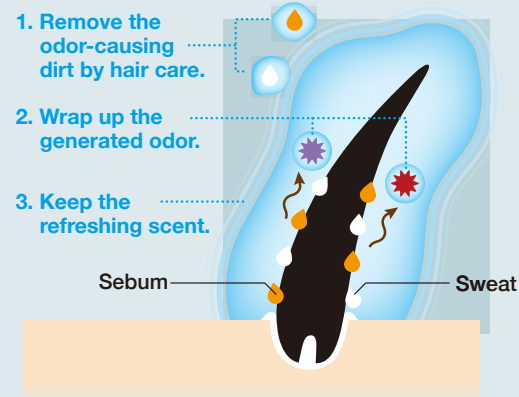


HARD MILK

Choppiness/Wet feel x Spreadability

Recommended for Curly look

Our commitment to odor care.



Select plant-derived ingredients



Cyclo
Dextrin ^{Note1}



Sugar cane
Polyphenol ^{Note2}
(Sugar cane
extract)



Rose
Polyphenol ^{Note2}
(Rosa Gallica
Flower extract)

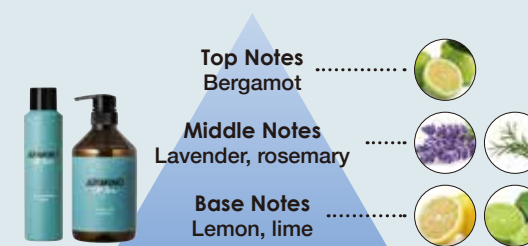


Green tea extract ^{Note2}
(Tea leaf dry
distilled solution)

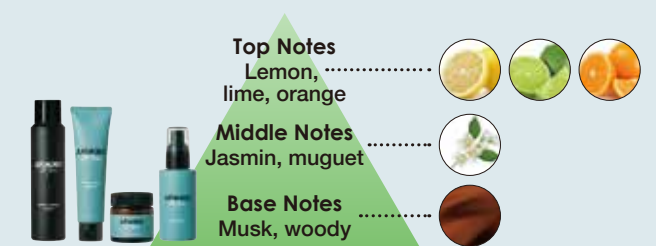
*1 Scent retainer *2 Scent and hair protector

Functional perfume with comfortable scent

Aromatic citrus scent



Citrus musk scent



HAIR CARE

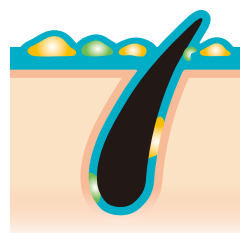
Intense care for tough dirt



OIL CLEANSING FOAM
180g
<Aromatic citrus scent>

With carbonated (aerosol) bubbles, cleans out the pores clogged with hard-to-remove sebum stains and tough styling agents. The olive oil moisturizes scalp and hair.

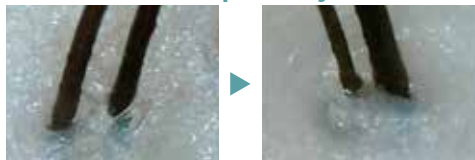
The foam goes into the pore and lifts the embedded dirt to help it removed.



Health starts from the pore.

Comparison of cleanliness: "shampoo only" vs "cleanser and shampoo".

Shampoo only



Cleanser and shampoo



Completely removes dirt on the hair and scalp



SCALP CARE SHAMPOO
280mL
680mL
1,000mL (Refill)
<Aromatic citrus scent>

It foams up well and leaves hair clean with just one wash removing all kinds of residues, including styling products. It contains surfactant derived from olive oil. Thanks to the fine and firm bubbles, the shampoo alone will leave your hair smooth.

The shampoo washes away the dirt on hair and scalp.



The resilient firm bubbles give soft washing tough.

The resilient firm bubbles are created by the surfactant derived from olive oil.



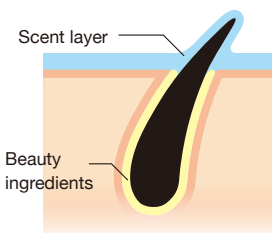
Moisturizer with nice scent for healthy scalp



MORE CHARGE SPRAY
90g
<Citrus musk scent>

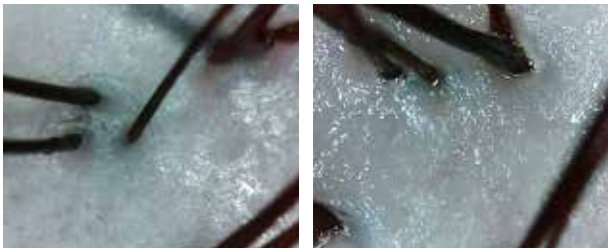
The beauty ingredients go deep inside the stratum corneum and hydrates the scalp, while it wraps up the bad odor and keeps nice scent. It refreshes the scalp with sparkling carbonated (aerosol) bubbles, and its massaging effect improves blood circulation.

The beauty ingredients and the scent layer protect the hair and scalp.



Hydrates the scalp and pores* *Into the stratum corneum

Apply the More Charge Spray to hydrate the scalp.



Dry skin before applying the spray

Hydrated skin after applying the spray

*The result may vary depending on the dirt level and skin condition



STYLING

Provides excellent hold but doesn't get crispy. Creates wet, glossy look.



FREEZE KEEP GREASE

100g

Holding power

<Citrus musk scent>

Our unique "Wax x Grease Formula" that strikes a perfect balance between pliability of wax and glossy look of grease. Keeps the hair tight for a long time.



97% of the ingredients are derived from natural origin. Creates airy look with natural gloss.



HARD BALM

60g

Holding power

<Citrus musk scent>

Melts at body temperature and spreads well on the hair. Keeps the lively hairstyle while adding natural gloss to the hair and creating a tousled, airy look.



Spreads to the tip of the hair, and creates just the right choppy, wet look.



HARD MILK

100g

Holding power

<Citrus musk scent>

With the "slow-drying formula," the holding power is maximized when it's dry, enabling time-lapse styling. Adds just the right choppy, curly touch to the style.



APPROACH

Improve the customers' scalp condition and satisfaction with scalp cleansing and massage using ARIMINO MEN!

