TATCHA: Marketing the Beauty Secrets of Japanese Geisha
Japanese Beauty

Caseism.com

- Skincare
- Haircare
- Makeup
Caseism.com

Makeup is only 22% of the market. Fragrances are 1.2%. Skincare =46%, hair care =18%.

46% of all the makeup sold in Japan are for skincare (primarily foundation) and are not color makeup (blush, mascara, lipstick,..)
Caseism.com

Skincare

Normally Japanese women have a seven-step skincare regimen (twice daily) but some have as many as 11 steps. According to Mayumi Sato "We consider our facial features relatively flat compared to Western people, the skin's appearance plays an important role in perfecting our look, because imperfections stand out even more on our skin. Wearing beautiful makeup alone can't hide the imperfections."
Caseism.com

*Rice*

Rice bran has been used to soften the skin and hair by bathing in the water left over from rinsing uncooked rice. An antioxidant and natural emollient, rice helps protect from UV damage, nourishes the skin and prevents wrinkles.
11 Step Skincare

Caseism.com

1. Cleansing oil (removes dirt and makeup)
2. Charcoal soap bar
Pulls dirt and grime from pores and brightens skin.

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Kanebo Suisa
Beauty Clear Powder

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Contain an enzymatic cleansing powder to exfoliate gently, hyaluronic acid to hydrate, tofu extract and royal jelly that brighten the skin.