



Good Days for Your Life

HAIR CLINIC Reve 21 Co.,Ltd.  
COMPANY PROFILE

## 1. Philosophy

In the world suffering from hair loss,  
we make sure that the lives of all people are filled with confidence and joy,  
and pursue the material and mental well-being of all employees.

Hair Loss Management 42 years Leading company in the hair growth industry

Since we were born in Osaka, Japan, we have been working on hair loss for 42 years.  
We will continue to improve the know-how and quality of hair loss management.

In order to deliver joy and confidence to all those who are suffering from hair loss,  
we will actively work on developing new hair loss management technology using biotechnology and genetic engineering.



Hair Clinic Reve 21  
CEO Katsumasa Okamura

## 2. About Us

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Company	Hair Clinic Reve 21
Establishment year	August 1976
capital	40,000,000yen
number of employees	480 people
CEO	Katsumasa Okamura
business information	Sales of hair growth services and related products

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### bussiness

Scalp Care Treatment

Scalp care goods manufacturing sale

Supplements Manufacturing Sales

Cosmetic manufacturing sales

Medical device development

Online sales

Hair Regrowth App Development

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### 3. Company History

Aug 1976	Founded in Yao City, Osaka	Jun 2002	Opened the 50th Tokyo Ueno O.C.
Oct 1991	Hair growth system completion by total care	Oct 2004	50,000 members exceeded
Mar 1993	The first Okayama O.C opening	Dec 2005	Establishment of Saito Science Park Laboratory
Nov 1993	Established Hair Clinic Reve21	Oct 2006	150,000 members exceeded
Oct 1994	Patent application for hair regrowth hair growth device	Jul 2006	100th O.C Open
Aug 1999	Acquired patent for hair regrowth device	Feb 2014	Patent application for scalp cooling device
Nov 1999	10,000 members exceeded	Oct 2017	Acquired patent for scalp cooling device
Jun 2001	The 1st Hair Regrowth Japan Contest	Nov 2018	Online hair growth support app development

### 3. Business introduction



#### Reve 21 Headquarters

- Add : 22th floor, Twin Building 2-1-61, Shiromi,Chuo-ku, Osaka
- General marketing and store management supporter business such as advertisement, store development, customer management, and human resource development



#### O.C (Operation Center)

- 61 stores nationwide
- Direct store management
- Sales of hair growth services and related products

### 3. Business introduction



#### Saito Science Park Reve21 Hair Institute

R & D, hair analysis, joint research with universities, and conference presentations to improve the hair loss management system



#### Delicious A.C Inc.

Product development including cosmetics and quasi-drugs, OEM manufacturing, cosmetics import and sale

## 4. Hair growth business

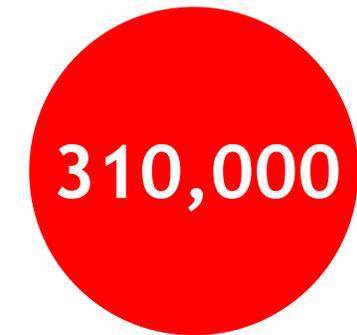
Achieved the top spot in Awareness, Popularity, Expectation, Reliability, and Reliability



Total membership



Diagnosis results



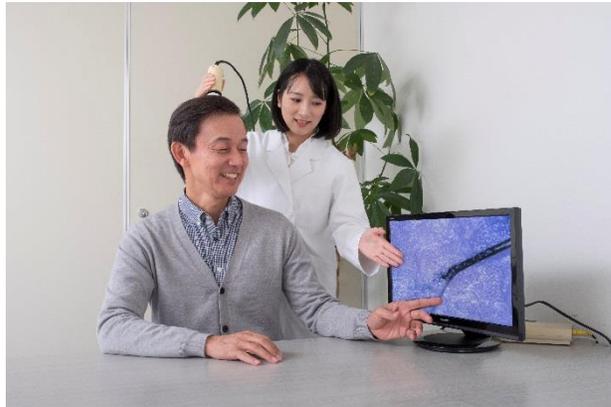
Customer satisfaction



Hair growth success rate



## 4. Hair growth services



### Diagnosis and Analysis

It checks the scalp and hair root condition in detail and also plays an important role in understanding the cause of hair loss by analyzing the lifestyle and lifestyle of the customer in detail and providing a customized care program.



### Hair growth procedure

Through various diagnosis and analysis, thoroughly check the symptoms and causes of hair loss Based on the analyzed data, we implement an optimal hair loss management program for each symptom. Scalp care is performed using a patented hair loss management machine and a natural hair care product.

## 4. Hair growth services



### Advice

This guide will help you understand the specific advice and hair loss management plan and home care that are tailored to each client's situation for hair diagnosis, hair treatment and subsequent hair care.



### Staff and visitor three people each

From the discovery of the cause of hair loss to resolution, the staff runs the program in unison with the customer. We will not only care for your hair, but also care for your heart.

#### 4. Hair growth case



20 year old male



27 year old male



33 year old male



63 year old male



31 year old male



59 year old female



72 year old female



30 year old female



31 year old female



53 year old female

## 4. Product development



More than 130 kinds of Scalp Shampoo,  
Scalp Conditioner, Tonic, Hair Care Cosmetic, Health Supplement

Commercializing the power  
and wisdom of natural nature



#### 4. Medical equipment business

##### Scalp cooling system

Device made for the purpose of reducing hair loss by cooling the scalp during antibiotic administration.

Chemotherapy hair loss is one of the important side effects of chemotherapy.

The Medical Device Division has continued research on preventing hair loss by chemotherapy.



This project is licensed by the country and local governments, and is preparing for the first approval in Japan.

Plan to sell to cancer center in Japan from next year (2020)

Acquired ISO13485 certification in 2016

## 4. Online hair growth support app development

Hair growth is possible at home

Online store service

Introduced in various media



Scalp hair  
Diagnosis / Analysis

Organic hair loss  
support product

Thorough management through  
the app

Advice of professional staff

**自宅でリーブ**  
テレビで多数紹介されました

TBSテレビ	3/18(月)	パブロクの犬
青森放送	1/28(月)	月曜情報便
秋田放送	1/29(火)	chuモク
テレビ若手	1/26(土)	5きげんどようび
山形放送	1/17(木)	あっぷるタイム
テレビ新潟	1/22(火)	oh!すすめTeNY
テレビ信州	1/23(水)	Fresh
北日本放送	1/23(水)	フレフレファイター
テレビ金沢	1/22(火)	マル得配便DX
日本海テレビ	1/29(火)	JOY×2NOON
山口放送	1/19(土)	ナビすた!
テレビ大分	1/29(火)	Toskeyのタネ
毎日放送	1/12(土)	せやねん

## 4. Online sales

Reve direct sales

<https://www.reve21shop.co.jp>

リブ直販 リブ21公式通販サイト powered by リブ21  
薄毛・抜け毛の悩みはリブ直販の商品で発毛・育毛ケア

5,000円以上ご購入で送料無料で代引き手数料無料  
お電話でのご注文も承ります 0120-8341-39  
平日 9:00~20:00 土日祝 9:00~18:00

新規購入者限定 全額返金いたします  
アクティシャンプーR (200ml) 3,240円  
さらに送料無料で マリシルクリームプレゼント!

直販会員様限定キャンペーン  
4/5(金) 10:00~4/8(月) 10:00  
72日間限定 ポイント還元率 2倍

シャンプー前の新習慣、頭皮の汚れを吸着し潤いを与える泥パック  
MariSil Cream マリシルクリーム 150g 2,730円

初めての方へ リブ直販とは  
自分に合った商品が分かる! 頭皮タイプ診断  
毎月21日はリブ21の日

外側からのケア  
薄毛 抜け毛 野菜不足 寝れやすい 手足が冷える  
フケ・かゆみに ハリ・コシ 生活習慣の乱れ お酒を飲む 血行促進

内側からのケア  
2018.12.28 NEW  
【お買しているアクティシャンプーは「リブ21」  
詳しくはこちら】  
AGAにお悩みの方はこちら  
商品の正しい使い方  
メルマガ会員様限定クーポン配信中!

シルバー会員 5%・10%  
ゴールド会員 7%・14%  
プラチナ会員 10%・20%

Members  
Sale items

About 70,000

Shampoo, Conditioner (Cosmetics, Quasi-drugs) 19 Items

hair growth tonic (cosmetics, quasi-drugs) 9 Items

Dietary supplement 21 Items

Home care appliance 2Items

Various hair care cosmetics 7Items

## 5. Japan New Hair Growth Contest

Japan New Hair Growth Contest, which has been celebrating its 19th year this year, is a competition held by the Reve 21, held every year under the concept of "I want to inform many people who are concerned about hair loss." It is a national convention to announce the achievements that we made.

