

## Shampooing the monument of appreciation for head hair on 8/20 "Hair Regrowth Day".

~ REVE21 conducts cleanup at Izanagi Shrine on the anniversary of hair growth~.

Aug. 22, 2023

Authentic Hair of One's Own REVE 21 (Head office: Chuo-ku, Osaka; President: Katsumasa Okamura; hereafter "REVE 21") cleaned the "Monument of Appreciation for Head Hair" erected in the premises of Izanagi Shrine (Awaji City, Hyogo Prefecture) with its shampoo products to celebrate "REVE 21/Hair Regrowth Day" on August 20.

In commemoration of its 47th anniversary, REVE 21 carefully shampoo-cleaned the "monument of gratitude for head hair"\* on the grounds of Izanagi Shrine with its own product (Acty Shampoo R). This product has the effect of purifying water quality, and we tried to keep the environmental aspects of the cleaning process in mind.

The priests expressed their delight at the beautiful cleanup each year, including those who visit the shrine.

Monument of Appreciation for Hair: Inheriting the unique Japanese spiritual culture that has conveyed the preciousness of life in hair, this monument expresses gratitude to the god who governs the birth of life for the hair on one's head and prays for the development and happiness of people related to hair.



What is "REVE 21 Hair Growth Day"

To commemorate the 40th anniversary of its founding in 2016, REVE 21 registered August 20, the day of its founding, as "REVE 21/Hair Growth Day" as a memorial day (Japan Anniversary Association). August 20, which can also be read as (ha-tsumo), is a day to celebrate the joyous life regained through hair growth.

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