

BEAUTÉ JAPONICA
30 ML / 1

SCALP SERUM
SÉRUM POUR LE CUIR CHEVELU

頭皮セララム

BEAUTÉ JAPONICA™
30mL / 1fl.oz.

BEAUTÉJAPONICA™

Luxury Scalp Care Made in Japan

Beautéjaponica's mission is to offer luxury scalp care and anti-aging philosophies based on Japanese culture as part of an overall wellness regimen.

Our products are formulated with high quality natural ingredients and science backed technology from Japan.



Founder Bio

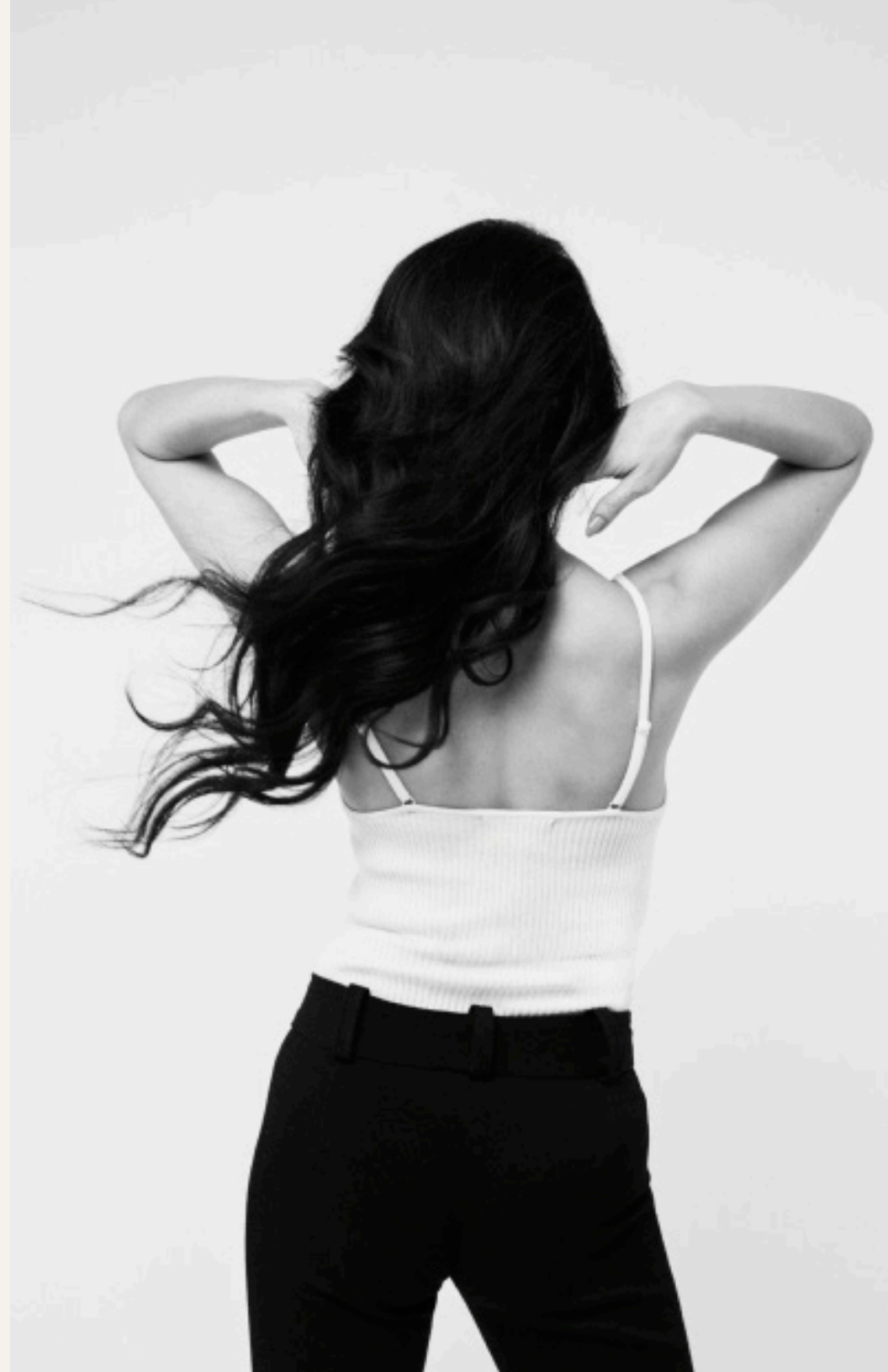
Mai N.

During a 20 year career in luxury fashion, Mai spent time on photoshoots working with the world's most renowned hair, make-up stylists, photographers, and models.

Struggling with her own scalp and hair issues in her early 30s, Mai decided to look deep in her Japanese heritage to find the secret ingredients and rituals that made Japanese women have beautiful hair into their late 70s.

A 5 year journey with formula certification, hair science studies, and 3 years working with multi-generational hair scientists in Japan uncovered ingredients, historical and modern rituals only available in Japan.

Mai found Beautéjaponica to share her learnings and the holistic benefits of scalp care and hair care as well as Japanese anti-aging philosophies for an overall well-being - with the hopes that she can help people around the world grow more beautiful with age.





The Japonica Difference

Ingredient Prestige.

Historically and scientifically proven for their efficacy and selectively chosen through the “Kodawari Process.”
Vegan, Cruelty-Free, Synthetic Fragrance-Free.

Scalp and Hair Care Focused.

Beautéjaponica is a scalp and anti-aging hair focused brand not a cross-over skincare brand.

Scalp Wellness. We preach scalp wellness - The belief that our scalp is tied to our overall body and well-being.

Wear it Out. The TOHI Serum does not need to be washed out as it is a water-based serum.
Can be used in morning or night.
Is refreshing and adds volume.

Add it to your Vanity.

Beautiful packaging. Sits well on your vanity.

Our Core Ethos

Scalp and hair care should be part of everyone's overall wellness regimen.

Scalp care should not be embarrassing, dull, or unsexy.

Scalp care is beautiful and sensual.

Scalp care should be a priority selfcare wellness ritual.

Our scalp is tied to important parts of our body, and the proper scalp care restores our overall sense of wellness and builds confidence and peace within yourself.

We should invest more time in taking care of our hair and scalp.





The TOHI Scalp Serum

A luxurious scalp serum designed with 13 high quality active ingredients hand selected through various Japanese prefectures for their fine quality and proven through centuries in Japan to help support scalp health, reduce signs of aging, and promote stronger and thicker hair after continued use.

*the TOHI Serum 30 mL. 1 FL OZ.
1 Bottle \$95 USD / \$47.50 WHOLESALE*

DERMATOLOGIST TESTED

HYPOALLERGENIC

VEGAN

CRUELTY FREE

PARABEN FREE

PTHALATES FREE

SYNTHETIC FREE

FRAGRANCE FREE

CREDO CLEAN

Serum Benefits

Hydrate and prevent aging of the scalp

Promote healthy scalp and hair

Promote stronger, thicker, fuller hair after continued use

Prevent hair thinning and reduce accelerated hair loss

Protect scalp from environmental damages

Refresh and relax when massaged in properly

Hair appears voluminous after massaging in

How to

The TOHI Serum is a leave in product which works best on dry hair. It is most effective when massaged in thoroughly for 4 minutes after application.





Scalp Nutrition

13 Active Ingredients

Our 5 Kaiso Complex is a proprietary blend of 5 different types of seaweed selected based on the quality derived from regions including Hokkaido, Ariake Sea, and the Seto Islands.

This proprietary blend of ingredients include a special type of seaweed which has been historically recorded as a seaweed for long haired Japanese women to bathe their hair since the Edo period.

Our Process

Our process in selecting our ingredients originates from the Japanese concept of “Kodawari” which means a relentless pursuit for quality and attention to detail.

Press



BM
BEAUTYMATTER

Beautejaponica:
Scalp Care as Self-Care



allure

18 Dermatologists' Skin-Care
Routines That Are Surprisingly
Achievable



ART | BEAUTY

Scalp Serum and Massage for
Better Hair



L'OFFICIEL

The Best Hair Growth Oil to Revamp
Your Hair Care Journey



UNCOMMON
& CURATED

The best scalp treatments to
transform hair

*"I like this serum because a little goes a long way,
it doesn't weigh your hair down and you don't have
to wash it out like other ones.*

You can use a drop before you go out!"

- Amber Milt, New Beauty

*"I have four kids, and this is exactly what I need.
I see small hairs growing already."*

*"After a month, I've noticed my hair doesn't fall out as much
anymore."*

"I gave my husband a head massage last night with the serum."

Hairssage for Spa and Salons

We are fully committed to training staff in store, spa, and salon locations.

For our Retail Partners:, we offer:

- Product Education
- Events Support
- Signage and Visual Imagery Support
- Experiential Support

In addition to the above,

For our Spa and Salon partners, we offer:

- A bespoke Beautéjaponica hair spa experience and protocol including a scalp massage tailored for hair growth.

Please reach out if you are interested.



Wholesale Inquiries:

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