

CHANSON COSMETICS

Company Guide
&
SDGs Approach

HISTORY

Chanson Cosmetics was founded by Kawamura in 1946, a year after the end of the Pacific War. It was a turning point in history for Japan: the beginning a period of peace when the country and its people were focused on rebuilding and creating life anew. Mr. Kawamura created Chanson Cosmetics to fulfill multi-purposes in this rebuilding by giving women the means to be and feel beautiful.

- Gave women the means to feel beautiful again
- Gave women the means to be financially independent
- Created a network support group for women, specifically single mothers



MISSION

To provide quality beauty products that are safe, stable, and created by blending state of the art technology in cosmetics with the wisdom of centuries-old eastern knowledge of natural ingredients.



ABOUT US - SGDs Action -



Supporting Women's Independence

After a brutal world war in the Pacific, in 1946, Hiroshi Kawamura founded Chanson Cosmetics with a dream: to bring happiness back to a society that for too long had not known peace. It was his firm belief that one vital mission of any enterprise is to contribute to society in a manner that would help raise living standards for people towards an ultimate end to poverty.

Although secure in a job as chairman of an established bank at the time, he made the decision to create a cosmetic company specifically to provide jobs to women (many war widows with children to support), and to give women a means to feel beautiful again through skincare and cosmetic products. He developed a system of trust where these women could sell his products without personal funding and build it into a thriving business. Through the years, many daughters and granddaughters of these pioneer entrepreneurs now have their own Chanson Esthetic salons all over Japan. Chanson continues to support these Chanson women and the ongoing management of their independent businesses.



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ABOUT US - SGDs Action -

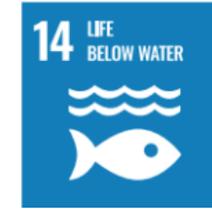


Supporting Women Athlete

In 1962, Chanson Cosmetics created a women's basketball team... Since that time, Chanson has taken 26 league championships and has produced many Olympic players, supporting the sport and extending the basketball player and fan community. Basketball has the greatest competitive population of all women's sports. Our team is a symbol of Chanson's social contribution activities which support our aim of Beauty and Health.



ABOUT US - SGDs Action -



Quality-oriented Innovation

Chanson Cosmetic product development incorporates principally natural ingredients for minimum stress on the skin and minimal impact on the environment.

Petroleum surfactants Free

Surfactants are used in almost all skin products, whether in creams, skin lotions or as a vital purging ingredient in facial cleansing products. Generally, petroleum surfactants are often used to make cosmetics, skin care, and facials cleansing products. Skin products created with these , petroleum surfactants can not only cause various skin problems, but when eventually washed off the skin, they do not break down back into natural substances when they return to our lakes and oceans, but can become pollutants damaging to our environment. Chanson Cosmetics uses only naturally-derived surfactants in all of its cosmetic and skincare products.

Water - A critical ingredient in cosmetics

Water is the 'life' of all cosmetic products. Chanson Cosmetics's main factory is located in a place well-known for its natural water resources, Shizuoka Japan. Mt. Fuji which is located in Shizuoka Prefecture, often referred to as the "Mountain of Water" is famous for the rich and abundant pure spring water it produces.

UV absorbers Free

Hawaii and Palau have enacted laws prohibiting the sale and use of sunscreens using UV absorbers which have been found to contribute to the bleaching of coral reefs surrounding the islands. Chanson Cosmetics does not use any UV absorbing agents in its sunscreen. It uses only UV blockers which are kind to the skin and friendly to the environment. Already being sold in Japan, Chanson Cosmetics is expanding sales of its sunscreen all over the world.

Developing Organic Certified Products

Chanson Cosmetics is expanding its research and development of products to meet International organic certification such as Ecocert and Cosmos for its products. Focus is on avoiding genetically modified, pesticide compromised raw materials and incorporation ingredients and materials that would fit our high demands for low tolerance impact on the skin as well as the environment.

for Japan



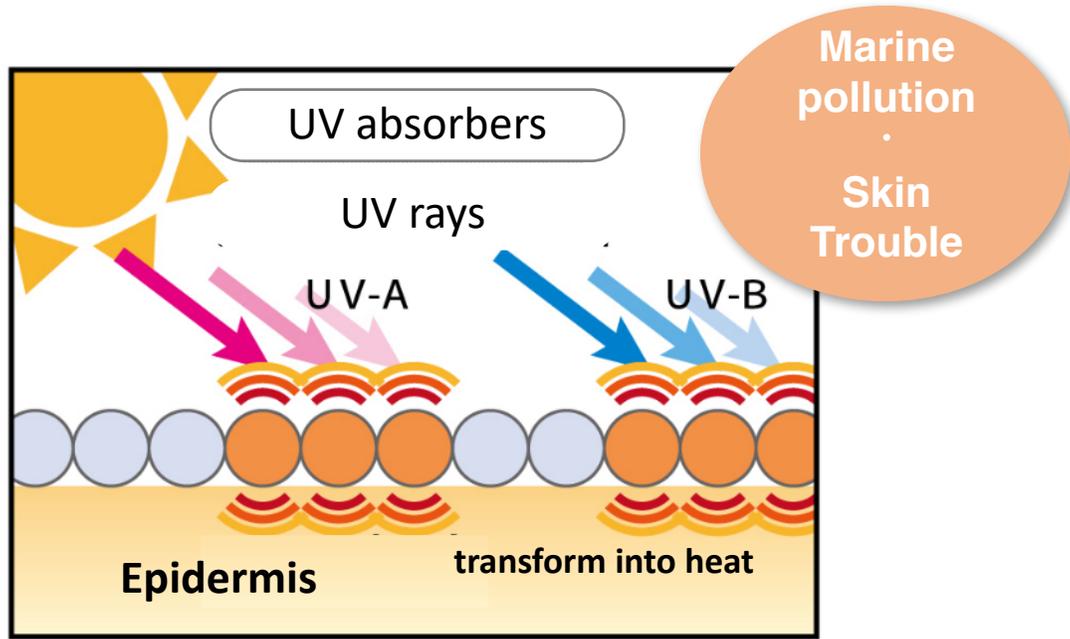
UV Protect Milk
50g/1.7oz

for export



Sunscreen Milk
1.3 fl oz

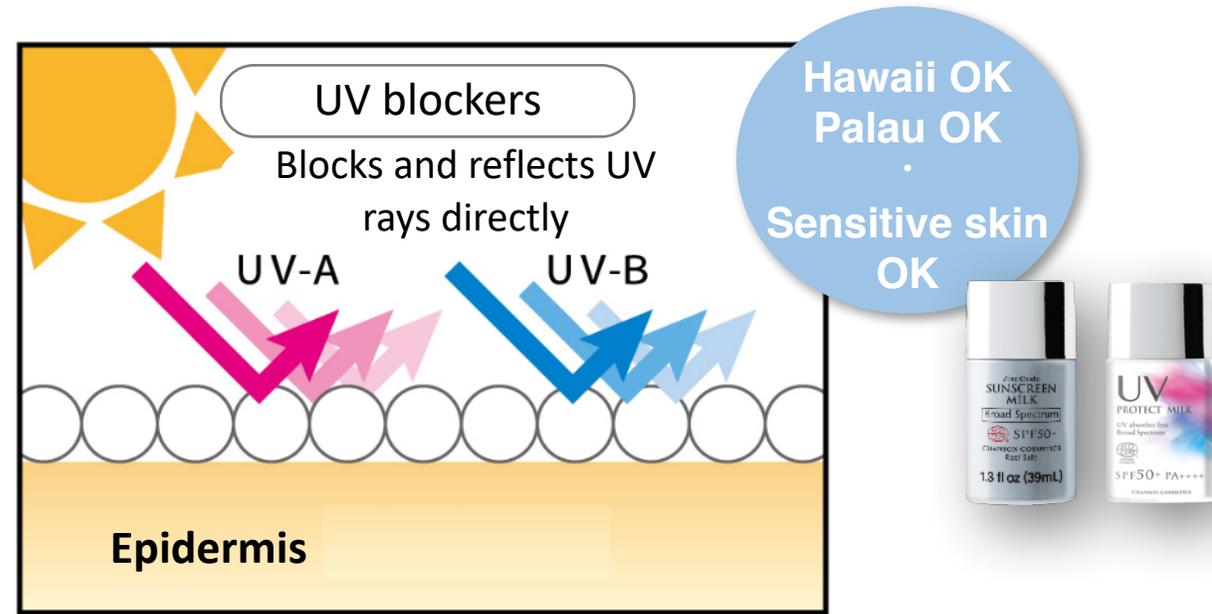




UV absorbers are chemical ingredients to absorb UV and transform it into heat energy to be released.

However, the chemical reaction of UV absorbers in the product may cause skin irritation. And recently, scientists have discovered that some UV absorbers also threaten the health of coral reefs.

Sunscreens that used UV absorbers such as oxybenzone and octinoxate are banned for sale in Hawaii.



UV blockers such as titanium dioxide or zinc oxide are mineral ingredients. They reflect UV rays and prevent them from penetrating into skin.

Generally, UV blockers have lower skin irritation and are suitable for those with sensitive skin or children.

However, many sunscreens on the market using UV blockers leave white cast when applied.

Chanson Cosmetics only uses UV blockers which when applied retains a smooth, near-transparent look with a minimal white cast. No UV absorbers are used in any Chanson Cosmetic sunscreen products.