



IAU series that nurtures beautiful shine while treating both scalp and hair thoroughly

A beautiful style led by glossy and manageable hair condition.
Going back to the basic, the scalp care is essential for "hair shine"
which is a major factor to make a customer satisfied.

By delivering plenty of nutrition to scalp and hair with in-salon and daily in-home treatment,
the appropriate condition for various hair designs is realized.
IAU, highly functional hair care series, meets infinity aurum that is achieved only in a hair salon.

With a view to the aging that will come before very long, make the basic strength of scalp and hair in a good condition

In addition to dryness, UV rays and other various damages,
the change in condition of scalp and hair appears to everyone in his/her 20s.
IAU responds to the condition in a careful manner.
Experience high quality of anti-aging treatment with mild ingredients
which takes good care of scalp and hair.



「IAU : io」 Infinity Aurum
I infinity
AU aurum

IAU CELL CARE

IAU HOME CARE



Get your desirable hair design with positive care.
IAU series that puts "radiance cycle", continueing
to the furure, in perspective.



IAU ESSENCE

IAU LYCOMINT

IAU SERUM



IAU CELL CARE

The front line of salon treatment.
"IAU CELL CARE" focuses on
shiny hair from "elasticity"
of the scalp.



What can be achieved only in a salon. Damage repair, scalp care and anti-aging treatment— New single-process system treating three goals.

Changes in scalp and hair appear as you age.

Decreasing in proteins, lipids and moisture due to external damages such as UV rays and internal changes with age, the scalp loses "elasticity" which is the base of moisturized and healthy condition. You may feel troubled with the change as the same way you feel about your skin.

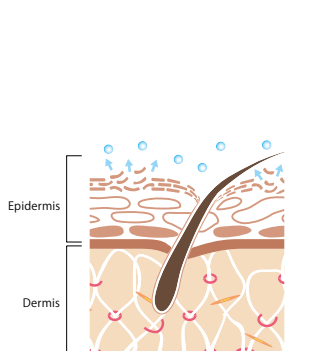
What IAU CELL CARE focuses-

It is to create condition for a beautiful style by restoring elasticity to the scalp that supports each single hair.

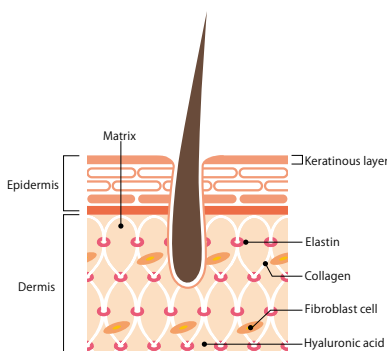
Also, to protect scalp and hair with ingredients taking account to the cellular level and to nurture healthy hair in preparation for aging in the future.

More intensive repair on highly damaged hair ends is achieved than conventional salon treatment.

Focus on "elastin" that is a key ingredient for supple hair.
Giving elasticity and moisture to scalp and hair
promotes bouncy hair with lifted roots.



Troubled skin
The scalp loses elasticity and hair root is easy to flatten.



Elastic skin
The scalp has a moisture and elasticity. Hair root is lifted.

Elastin, elastic fiber that decreases after peaking in their 20s.

Three major components of skin are collagen, hyaluronic acid and elastin, which build the foundation of elasticity. Especially, it is elastin that decreases rapidly from in their 20s. Collagen runs throughout the matrix of deris which is basis of hair root, and hyaluronic acid, which gives a moisture, exists to fill the gaps between collagen. Elasten, called "elastic fiber," ties the other two components and takes an important role to create healthy matrix for generating supple hair.

IAU CELL CARE

Build the moisture-retainig, elastic structure of scalp and hair.
Give a lot of the blessing of nature to the gentle foam.

STEP1 starts from gentle foam like whipped cream. Wrapping with the creamy foam rich in nutritive ingredients, massage the scalp which decreases in lipids and moisture due to damages and aging. IAU CELL CARE leads you into the blissful moment along with comfortable aroma.

STEP 1

IAU CELL CARE 1



Elasticity Base Water Retention

By moisturizing the scalp, the scalp is protected against the loss of elasticity due to aging.

- Elastin: Elasticity, ○Pycnogenol®: Moisture retention,
- Lipidure®: Moisture retention,
- Collagen: Moistureretention, improved foam quality,
- Hyaluronic acid: Keratinlayer protection, Moisture retention
- Ceramide: Moistureretention, ○Keratin: Protection,
- Glycyrrhiza extract: Protection,
- Sunflower polyphenol: Protection against oxidation, Moisture retention
- Glutamine Acid, Phosphoric Acid 2 Na: Protection against damage caused by calcium, pH

500mL • 1000mL (Refill)

Whipped process that achieved both customers' satisfaction and smooth procedure

Whipped foam of smooth touch enables you to give massage easily, making a customer feel satisfied.



Notable ingredient combined in foam ①

Elastin to give elasticity to scalp and hair from within

By supplementing a similar ingredient to elastic fiber "elastin" existing in human skin, make the scalp and hair moisturized and bouncy, maintaining healthy condition.



<Image>

Notable ingredient combined in foam ②

Pycnogenol® to give the scalp a moisture and vitality.

A multi-faceted nutraceutical extracted from the bark of the French coastal pine. Loaded with catechin, flavonoids, and other marine minerals, it has attracted attention as an effective anti-aging ingredient.



<Image>

STEP 2

IAU CELL CARE 2



Elasticity Fiber Injection

- Elastin: Elasticity,
- Fiber: Protection
- Lipidure®: Moisture retention,
- Keratin: Moisture retention

150mL • 500mL (Refill)

STEP 3

IAU CELL CARE 3

S (Silky) Smooth and light /
M (Melt) Moisturized and supple



Elasticity Lipid Injection

- CMC Cocktail δ (Delta) <Heat reaction-type ingredient for a dense shine>: Protection
- Avocado Oil: Shine ○Hydrophobization Ingredients: Protection
- [S] Silk PPT Derivative: Protection /
- [M] Meadowfoam Oil: Protection

500mL • 1000mL (Refill) each

STEP 4

IAU CELL CARE 4



Elasticity Bonding & Coating

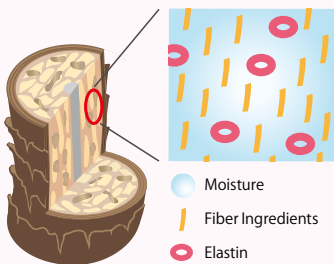
- Aqua Film <Moisturizing coating ingredient>: Protection, moisture retention
- Avocado Oil: Shiny hair
- Jojoba Extract: Smooth and moisture retention
- Macadamia Nut Oil: Moisture retention

500mL • 1000mL (Refill)

Dual fix effects for restoring the moisture-retaining, elastic structure within the hair and on the surface

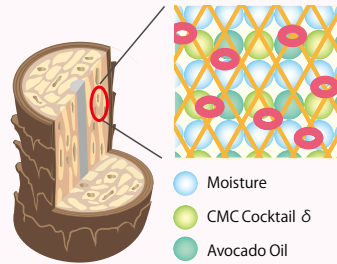
STEP 2

The ingredients elastin and fiber penetrate the hair structure matrix that had collapsed due to damage and aging. It prepares the scalp to form bound water and elasticity.



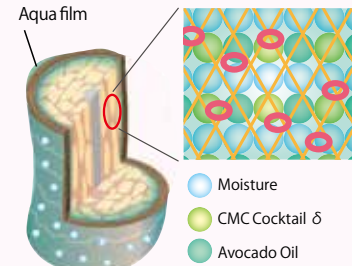
STEP 3

Water retaining CMC Cocktail δ and avocado oil penetrate and work to repair the hair internally to prepare the moisture-retaining, elastic structure that can hold bound water.



STEP 4

The nourishing ingredients work to repair the hair inside out all together and set the moisture-retaining, elastic structure of the hair in place. In addition, moisturizing aqua film works to restore and coat the cuticles.



<Illustrated image>

HOME TREATMENT In-home treatment to maintain the moisture-retaining, elastic structure created in a salon.

STEP 5

IAU CELL CARE 5

Gently restore the coating on the surface that is lost due to daily damages.



Elasticity Coating Damage Care

(Once a week/approx. four times)

IAU CELL CARE 5 S
IAU CELL CARE 5 M

S (Silky) Smooth and light
M (Melt) Moisturized and supple

Standard of use is one week after salon treatment.
Use it in place of regular treatment after shampooing.

- Aqua Film <Moisturizing coating ingredient>: Protection, moisture retention
- CMC Cocktail δ (Delta) <Heat reaction-type ingredient for a dense shine>: Protection
- [S] Silk PPT Derivative: Protection / [M] Meadowfoam Oil: Protection

40mL each

IAU HOME CARE

Daily hair care
which pursues
salon quality.



Make the scalp and hair "SUPPIN."*

Proper hair care starts from shampoo.

Focus on "to remove" before "to give."
Proper hair care starts from shampoo.

By removing dirt and impurities firmly,
create the clean scalp that is the foundation to grow healthy hair .
Cleanse both scalp and hair cleanly and gently in the same way as you treat your skin.
The hair which becomes SUPPIN like the skin after washing your face
receives plenty of treatment ingredients after shampooing.

Shampoo with cushion foam and effective treatment——
Simple and personal line-up which you can choose
according to your skin type and desired hair finish.

Shampoo

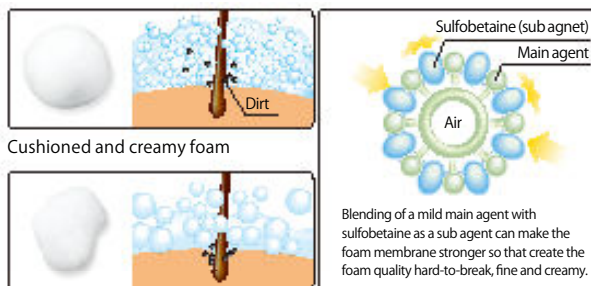
"Sulfobetaine blend" that washes
the scalp and hair gently with cushion foam

One of factors for hair damage is friction of hair during shampoo.
By combining mild and plant-derived cleansing ingredients and sulfobetaine (sub agent), creamy and bouncy foam quality is realized.

Fine and cushioned foam wraps scalp and hair gently and washes them up clearly.

- ◆ Wash the scalp cleanly with gentle foam
- ◆ Protect the hair from friction at the time of shampoo
- ◆ Foams are quick to rinse and hard to remain

Sulfobetaine blend



Less bouncy foam that easily occurs friction.

Hair Treatment

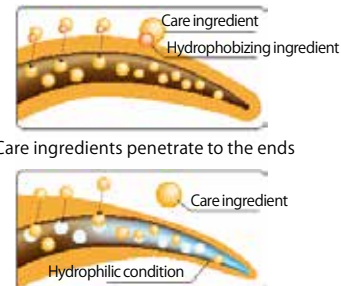
Hydrophobizing control that works
effectively on damaged hair ends

Care ingredients which consist of oil are hard to be fixed in the tip under the hydrophilic condition due to outflow of hair ingredients.

It is "hydrophobizing control" that homogenizes the uneven hair condition.

By working on damaged parts and making the portions easy to receive care ingredients, condition hair from within and makes it easy to handle.

Hydrophobizing control



Care ingredients which consist of oil are hard to be fixed

<Images>

*"SUPPIN" means "a natural face with no makeup" in Japanese.
Therefore, "SUPPIN care" means "to improve the hair to natural condition without giving excess care ingredients, while removing residues from the hair."

IAU HOME CARE

Shampoo

To healthy scalp with high quality shampoo in mild finish

- Plant-derived and mild cleansing ingredients tailored to skin type
- Make hair SUPPIN to receive treatment components effectively
- Silicon free that easily clogs pores and causes odor or stickiness



FRESHMENT

For oily skin

Tight scalp, smooth hair
A mild refreshing feeling

Cleansing ingredients:
Coconut amide + Sulfobetaine

Silicon free



CLEARMENT

For normal skin

Clear scalp, smooth hair

Cleansing ingredients:
Acidic soap (ECA) + Sulfobetaine

Silicon free



RELAXMENT

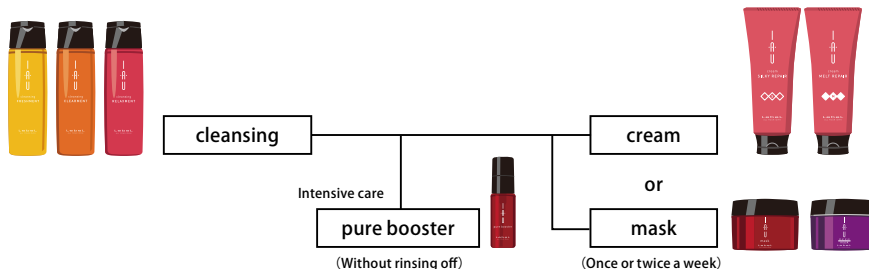
For dry skin

Moist scalp, smooth hair

Cleansing ingredients:
Amino acid + Sulfobetaine

Silicon free

The combination of products can expand the response to hair simply and personally.



Evolved treatment that delivers care ingredients to the ends evenly

- "CMC cocktail" adds similar lipids of healthy hair and increases gloss density
- "Hydrophobizing control" makes hair easy to receive care ingredients and repairs damage portions effectively
- Smooth finish without stickiness while protecting dried hair



SILKY REPAIR

Light and smooth finger-runnig
Easy to handle

Smooth and light

Moisturizing ingredient: Honey
Protective ingredient: Silk PPT



MELT REPAIR

Moisturized and manageable
Easy to handle

Melting and moist

Moisturizing ingredient: Honey
Protective ingredient: Meadowfoam oil

Intensive care
once or twice a week



MASK

For colored hair

The condensed lipid base including
12 types of plant-derived oils makes hair soft and shinny
Keep beautiful hair color created in a salon.

Color care ingredient: Sunflower seed extract



DEEP MASK

For unruly hair which is susceptible to damage

Condition unruly hair from within.
The condensed lipid base creates great-feeling hair
all the way to the ends with intensive care
while hydrophobizing damaged parts.

Manageable ingredients: Arginine, Glycerine
Color care ingredient: Sunflower seed extract

PURE BOOSTER

Thorough care for highly
damaged hair ends to promote
care effect



It makes hair to ready to receive care ingredients. Since this is based on 100% plant-derived hydrophobizing oil, it is used especially for frizzy dry highly damaged tips that are hard to settle. Use before applying treatment or mask.

- ◆ Use only to highly damaged parts of tip of hair.
- ◆ Measure of use quantity: about 4 pushes for medium hair (recommend to use from small amount).

IAU ESSENCE

A lot of blessing of plants.
Essential care for
basic strength
of hair



"Beauty serum for hair" that meets both damage care and anti-aging treatment.

Aging appears on hair as well as skin.

The changes in hair such as becoming less bouncy and finer are generally seen from in their 40s.

However, the decrease of lipids within hair begins in their 20s actually.

The hair which is less resistant than it looks is easy to get damaged furthermore by influences such as chemical agents, UV rays and dryness.

What is important is to respond to the condition and approach from both damage care and anti-aging treatment.

Hair essence rich in carefully selected plant-derived ingredients has achieved essential care for soft, strong and shiny hair from within. Respond to various hair types for shiny hair not only now but also in the future.

Higher satisfaction with the excellent effect of plant-based components and comfort.

To glossy hair at any age

Rich in Avocado oil of anti-aging component

Plant-derived care oil rich in nutrients such as vitamins and sterol lipid which is similar to the lipids inside of hair. It supplements gloss from within that decreases from in their 20s.



Avocado

Essential care on the part with damage holes

Plant-derived "CMC cocktail" to let lipid ingredients penetrate and fixed.

Blend CMC, one of important ingredients to nurture healthy hair, with plant-derived quasi-lipids. The unique blend enhances gloss density which is susceptible to various factors of damage such as season, environment and aging.



Sugarcane

Rapeseed

Coconut

Soybean

Relaxation effect by comfortable scent

Gentle fragrance of natural herbal rose

The fragrance starts off with a refreshing herb scent then turns into the scent of rose with relaxation effect. Wrapped by comfortable and natural scents, out-bath hair care gives you relaxation time with a sense of happiness.



Rose

Rosemary

IAU ESSENCE

Leave-in Treatment

3 types responding to hair type and style personally



SLEEK

For unmanageable hair
For straight style

Oil type to make hair manageable
to the ends with smooth finger-running

Smooth and soft texture

Jojoba essence with very high permeability
Light oil with particularly excellent
permeability. Conditions hair with squeaky
texture to a smooth touch evenly from within.



MOIST

For hair that tends to dry
For wave style

Milk type to make a supple touch to
the ends without stickiness

Moisturized and soft texture

Snow fungus essence with excellent water-retaining ability
A component with superior water-retaining ability
120% higher than hyaluronic acid. Focuses on treating
roughness and dryness.



FORTI

For hair that needs volume
For fluffy style

Cream jelly type to give a body
with fluffy finish

Soft texture with inner fortitude

Feather essence to support elasticity
Keratin PPT that changes to a less soluble
high molecule inside of hair. Gives elasticity
to fine hair.



<Images>

Shea seed essence to protect hair from a UV damage

Conditions hair to a soft touch while protecting from a UV damage throughout the year.

Also protects hair from dryness and heat by a dryer or iron.

IAU LYCOMINT

Treat the scalp gently
and create healthy hair.

IAU LYCOMINT that is born from nature





To prevent odor and stickiness, give a moisture and a refreshing feeling which are necessary for the aging scalp

Scalp care draws increasing attention to make hair shine forever.
IAU LYCOMINT is the series to respond to the changes in scalp comfortably
such as

"Started to be concerned about odor and stickiness"

"Hair tends to dry"

"Troubled with hair loss"

"IAU LYCOMINT" approaches oxidation damage due to aging
with the function of tomato extract and the fragrance of natural mint.

To meet the demand for beautiful hair now and the future,
appropriate care to the aging scalp, which decreases its original function and
loses a moisture, is necessary.

Two shampoos to gently wash off the stubborn sebum and an innovative
treatment for scalp to make a balance of a moisture and sebum.
Keratin plugs in pores which are hard to get rid of with daily care are clearly
removed with salon treatment.

Experience the actual moisturized and refreshing skin
by both salon and home treatment.

Tomato, the resource of energy

The red pigment "lycopene" found in tomatoes is drawing more attention in recent years due to its superior effect (anti-oxidizing power) against active oxygen, which is a cause of aging. Just like the saying, "a tomato a day keeps the doctor away", the superior effect of lycopene has been known since olden days.

Mint has not only refreshing effect but also moisturizing power

In addition to a brisk refreshing sensation, mint carries a moisturizing effect and aids in the penetration of other ingredients. Because of those effects, it has been used widely from cosmetics and aromatherapy to hair tonics and medical compresses. As for aromatherapy, mint is known for its calming effect, so it provides both refreshing and relaxing effects. Furthermore, the effect of the refreshing aroma is believed to have antiperspirant and antibacterial effects.

IAU LYCOMINT

Shampoo

Refreshing shampoo to remove stubborn sebum gently which is the cause of odor and decrease in a moisture of scalp

- A refreshing feeling with cool and comfortable finish
- Treat the factors of stickiness and odor
- Clear scalp and moisturizing effect
- Silicon free for refreshing scalp



cleansing

LYCOMINT cleansing
Refreshing feel 🍃🍃



cleansing icy

LYCOMINT cleansing icy
Refreshing feel 🍃🍃🍃🍃🍃

Cleansing ingredients for aging scalp wash clearly while giving moisture.
Bouncy and creamy foam removes stubborn sebum which is hard to get rid of.
Cleansing ingredients : Acid soap + Amino acid +Sulfobetaine + Caster extract

Silicon free

Balances sebum and moisture for a healthy scalp. Special treatment of scalp for original hair shine.

Aging of scalp starts in their 20s.
Gives treatment ingredients to the scalp in the same way as supplementing nutrition on aging skin.
An additional care after daily shampoo.
Transports ingredients necessary for aging skin to the horny layers to revitalize the scalp.
Conditions a healthy environment to nurture hair while giving a moisture to the scalp which gets dried easily.

root suppli

LYCOMINT root suppli
Refreshing feel 🍊

Contains ingredients to make a balance of scalp lively.



Royal jelly acid, Honey



Asian ginseng extract

<Images>

Moisturizing ingredient : Honey
Revitalizing ingredients : Royal jelly acid, Asian ginseng extract

Silicon free

Skin-affenitive cream base that blends well with skin

Gentle care for both scalp and hair



IAU SERUM

The newly invented serum formulation conditions a texture of naturally unruly hair and creates pleasant hair that will make you happy.



A new approach for controlling the texture unique to naturally unruly hair. Serum care creates manageable, flowing, moisturized hair.

"Easily get dried and spread...also dislike roughness."

In fact, 65% of women of the total feel their hair is naturally curly.※4

Many women are truly concerned about the hair which is difficult to manage, but also know there are advantages to having naturally curly hair such as styling easily as taking an advantage of original movement and keeping cute curls after using a hair iron.

IAU SERUM is a positive texture care line for naturally unruly hair that has been invented based on the fresh voices of customers.

To a sleek and manageable texture from within without weighing down the unruliness. With serum effect that has an excellent penetrating ability for both the core and surface of the hair, condition the delicate hair that is prone to dryness and damage caused by friction and control the unruliness that is easily spread lightly with manageability. In addition, add a moisturizing and long-lasting shine all the way to the ends.

Taking out the charm unique to naturally unruly hair and taking advantage of it, newly invented serum care makes the hair design more beautiful with pleasant smiles of customers.

※4 NBBA salon user survey 2012 (n=5000)

A solution for the unwanted dryness and roughness of naturally curly hair.

Keeping the inside moisturized while maintaining the surface silky and smooth. Formulated with green nut oil*, which has been a very popular topic.

Condition

Green nut oil (Common for all items)



Grown in the tropical rainforests of South Africa, green nuts are known for the star-shaped fruit.

With an eye on hair texture that can get frizzy and messy, the highly moisturizing green nut oil spreads easily to penetrate the inside of hair to retain moisture. Thanks to the characteristics of the drying oil, which leaves the surface smooth, each strand of hair is conditioned while mitigating the changes in texture caused by the passage of time and humidity.

Drying oil: The oil causes a polymerization reaction during the drying process when exposed to the air to help the hair become silky and smooth. Conversely, general use non-drying oil leaves the surface sticky, weighing the hair down.

IAU SERUM

Manage hair by controlling the texture of naturally curly hair from the inside.
Green nut oil that is contained all items charges a moisture and a shiny texture richly.

Shampoo

Fluffy foam cleanses unruly hair and scalp well, conditioning a clean environment.



cleansing

IAU SERUM Cleansing

The creamy, textured foam gently washes the scalp and hair, creating tangle-free hair all the way to the roots

Silicon free

Hair Treatment

Make each strand of hair smooth to touch.
Light finish and easy to manage.



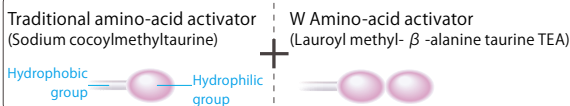
cream

IAU SERUM Cream

By conditioning the hair evenly all the way to the ends, the hair is wrapped in moisture from the core.

Cleanse

Dense amino-acid cleansing ingredients*³⁵
<Cleansing>

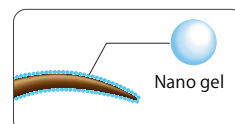


<Illustrated image>

For hair that is difficult to wash due to the natural curls, the creamy foam cleanses the scalp completely and gently removes dirt from hair that is vulnerable to friction and damage, preparing the hair to retain moisture all the way to the roots.

Wrap

Nano gel*³⁶
<Cream, Mask>



<Illustrated image>

Focusing on dry, damage-prone hair ends, the nano-sized moisture component retains moisture and changes to a gel for absorption on the hair surface to make the hair supple and soft.

Hair Treatment

Intensive care with rich ingredients once or twice a week for the hair which is prone to dryness and roughness.



mask

IAU SERUM Mask

Highly damaged and prone-to-frizz hair is wrapped in moisture from the core

Leave-in Treatment

Give rich shine all the way to the ends with smooth and light texture.



oil

IAU SERUM Oil

Keep the hair shiny to prevent roughness and maintain a silky, moisturized feel

Characteristics and proper care of naturally curly hair.

Understand the characteristics of naturally curly hair which is different in the internal structure from straight hair and give customers advice on proper care.

Different shape from straight hair causes hair troubles

- Vulnerable to damage

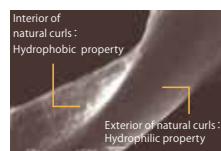
The cross-section of the unruly hair shaft has an uneven distortion, making the hair prone to damage due to friction, which causes roughness.



A cross-section view of naturally curly hair, which is uneven and distorted.

- The hair condition changes easily due to moisture

There are portions with high hydrophobicity (internal portion) and with high hydrophilicity(external portion). Because the hair is susceptible to humidity and the moisture content in the hair is disproportionate, the hair swells substantially to become heavy or dries out. If the surface of each strand is not smooth, the hair loses sheen and becomes unmanageable.



Proper care for naturally curly hair

By conditioning the hair with a shampoo which washes gently without giving pressure to delicate hair, and a treatment that maintains the proper moisture content from inside of hair that gets dried easily, the hair is maintained silky and manageable.

IAU MENU PROCESS

Highly satisfactory hair treatment manu for scalp care, damage repair and anti-aging treatment.

◎Basic menu for creating the moisture-retaining, elastic structure of the scalp and hair in a simple process.

IAU CELL CARE Treatment

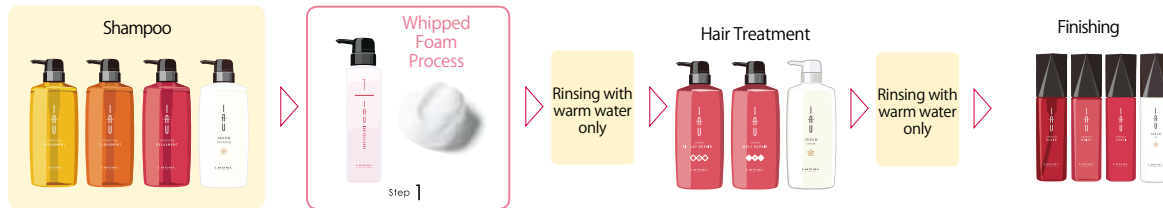
Lifting roots for natural volume and creating shiny, moisturized hair ends. Simple-step care for the scalp and hair with anti-aging treatment.



◎Simple menu ideal for customers who want to try scalp care and who are short on time.

Whipped Foam Spa Treatment

The whipped foam process conditions the scalp comfortably.



Quick Hair Treatment

Short-lasting procedure for creating shiny and bouncy hair in three steps.



Whipped Foam Process

By adding warm water to make whipped foam, the product creates a creamy foam suitable for massaging. The pleasant feel increases customer satisfaction. With its excellent manipulation capability, the nourishing ingredients are evenly distributed throughout the scalp.



○The foam can be applied directly without using a handheld blender.

◎Refreshing care menu to condition aging scalp refreshingly and comfortably.

Intensive Care Treatment for Scalp and Hair

Remove keratin plugs on aging scalp and revitalize it while repairing hair damage thoroughly.



Refreshing Whipped Foam Spa Treatment

Remove keratin plugs clearly and comfortably and balance sebum and moisture on the scalp.



Moisturizing Treatment for Scalp

After shampoo which can be chosen by preferable refreshing feel, revitalize the scalp. It is recommended as a starter for in-home care.



● Please use cleansing (normal type) after hair coloring.








IAU CELL CARE
YUME Treatment
YUME
YUME (Shampoo unit)

Provide high quality of comfortable process with full-flat shampoo unit. Taking plenty of time for massage gives a customer full of satisfaction as well as relaxation.






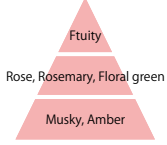
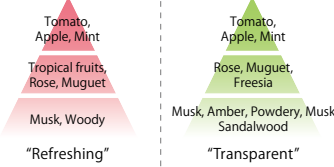
IAU LINE UP

IAU CELL CARE

IAU CELL CARE							
							
	IAU CELL CARE 1	IAU CELL CARE 2	IAU CELL CARE 3S	IAU CELL CARE 3M	IAU CELL CARE 4	IAU CELL CARE 5S	IAU CELL CARE 5M
Function Finish Target	Elasticity Base Water Retention	Elasticity Fiber Injection	Elasticity Lipid Injection		Elasticity Bonding & Coating	Elasticity Coating Restriction	
	—	—	Light Finish	Manageable Finish	—	Light Finish	Manageable Finish
Cleansing Ingredients <100% Plant-derived>	—						
Care Ingredients	Elastin : Elasticity, Pycnogenol® : Moisture retention, Lipidure® : Moisture retention, Collagen : Moisture retention, improved foam quality, Hyaluronic acid : Keratin layer protection, Moisture retention, Ceramide : Moisture retention, Keratin : Protection, Glycyrrhiza extract : Protection, Sunflower polyphenol : Protection against oxidation, Moisture retention, Glutamine Acid, Phosphoric Acid 2 Na : Protection against	Elastin: Elasticity, Fiber Protection Lipidure®: Moisture retention, Keratin : Moisture retention	Silk PPT Derivative : Protection	Meadowfoam Oil: Protection	Aqua Film <Moisturizing coating ingredient>: Protection, moisture retention, Avocado Oil: Shiny hair, Jojoba Extract: Smooth and moisture retention, Macadamia Nut Oil: Moisture retention	Silk PPT Derivative : Protection	Meadowfoam Oil: Protection
			CMC Cocktail δ (Delta) <Heat reaction-type ingredient for a dense shine>: Protection, Avocado Oil: Shine, Hydrophobization Ingredients : Protection				Aqua Film <Moisturizing coating ingredient>: Protection, moisture retention, CMC Cocktail δ (Delta) <Heat reaction-type ingredient for a dense shine>: Protection
Fragrance	Aromatic forest scent reminiscent of a mysterious dense forest The refreshing scent of natural essential oils from fresh herbs offers a special moment in the salon along with the variety of fragrances according to the steps of the treatment.		FRUITY [Step 3S/5S] A clean, refreshing scent				
	WATERY [Step 1] A lush scent that reminds you of newly blossoming flowers.	Bergamot, Green Camomile, Geranium, Rosemary Woody, Amber	Lemon, Passion fruit, Laurel Rose, Violet, Rosemary Musk, Woody	Orange flower, Mandarin, Petit grain Yang ylang, Muguet, Jasmine Sandalwood, Vetiver, Patchouli	FLORAL [Step 3M/5M] An attractive scent that features sophistication and grace		
Size	500mL 1000mL (Refill) (In-salon use only)	150mL 500mL (Refill) (In-salon use only)	500mL 1000mL (Refill) (In-salon use only)		500mL 1000mL (Refill) (In-salon use only)	40mL	

IAU HOME CARE

								
cleansing FRESHMENT	cleansing CLEARMENT	cleansing RELAXMENT	cream SILKY REPAIR	cream MELT REPAIR	mask	DEEP mask	pure booster	
Tight Scalp, Smooth Hair	Clear Scalp, Smooth Hair	Moist Scalp, Smooth Hair	Smooth and Light, Easy to Handle	Melting and Moist, Easy to Handle	Intensive Care for Softness	Intensive Care for Manageability	Intensive Hydrophobization	
Oily Scalp	Normal Scalp	Dry Scalp	Light Finish	Moisturized Finish	Colored Hair	Unruly Hair, Straight Style	Highly Damaged Hair Ends	
(Major Agent) Coconut Amide	(Major Agent) Acidic Soap (ECA)	(Major Agent) Amino Acid	_____					
(Sub Agent) Sulfobetaine								
Tightening Ingredient: Shiikuwasha (citrus depressa) Fruit extract, Menthol	Cleansing Ingredient: Chamomile Extract	Moisturizing Ingredient: Lipidure	Protective Ingredient: Silk PPT	Protective Ingredient: Meadowfoam Oil	Care Care and Protective Ingredient: Sunflower seed extract	Manageable Ingredients: Arginine, Glycerine Care Care and Protective Ingredient: Sunflower Seed Extract	_____	
Protective Ingredient: Licorice Essence			Gloss Density Ingredient: CMC Cocktail Honey: Moisture retention Hydrophobization Ingredients: Protection		Gloss Density Ingredient: CMC Cocktail Hydrophobization Ingredients: Protection			
Grapefruit Green 	Floral Green 	Rose Green 	Rose Green 	Rose Green 	Deep Rose Green 	Fruity Rose Green 	Non-Fragrance	
Grapefruit, Orange, Green	Bergamot, Green	Chamomile, Green	Fresh Green, Cassis, Peach	Passion Fruit, Strawberry	Fresh Green, Cassis, Prune	emon, Fresh Green, Apple, Peach		
Rose, Muguet	Muguet, Jasmine, Green Rose	Geranium, Rose	Rose, Geranium	Rose, Violet Leaf	Rose, Geranium, Carnation	Tea Rose, Geranium		
Musk	Amber, Musk	Amber, Musk	Woody, Amber, Musk	Musk, Sandalwood, Amber	Powdery, Woody, Amber, Musk	Powdery, Woody, Amber, Musk		
"Clean"	"Fresh"	"Moist"	"Light"	"Calm"	"A Rich Sense of Denseness"	"A Fresh sense of Denseness"		
200mL 600mL (Pump Type) 1000mL (Refill) 2500mL (Refill)					170g	170g	50mL	

	IAU ESSENCE			IAU LYCOMINT	
					
	<p>essence SLEEK essence MOIST essence FORTI</p>			<p>Lycomint cleansing Lycomint cleansing icy</p>	
Function Finish Target	Smooth and Soft Texture			Refreshes Scalp and Smooth Hair	
	Easy to spread Straight Style			For aging skin (icy is for a customer who likes strong refreshing feel)	
Cleansing Ingredients (100% Plant-derived)	—			(Main agent) Acid soap+Amino acid (Sub agent) Sulfobetaine+Castor extract	
Care Ingredients	Sleek Moisturizing Ingredient: Jojoba Essence UV Damage Protective Ingredient: Shea Seed Essence			Protective Ingredient: Licorice extract	
	Smooth Moisturizing Ingredient: Snow Fungus Essence UV Damage Protective Ingredient: Shea Seed Essence			Aging care ingredients: Tomato extract (Moisturizing) , Natural mint (Fragrance)	
	Elastic Moisturizing Ingredient: Feather essence UV Damage Protective Ingredient: Shea Seed Essence				
Fragrance	Gloss Density Ingredient: CMC Cocktail Aging Care and Gloss Ingredient: Avocado Oil				
	Natural herbal rose : The fragrance tunes into deep relaxation 			Herbal Tomato Green : A perfect balance of tomato and mint for a fragrance that revitalizes the scalp and mind	
					
Size	100mL			200mL 600mL (Pump Type) 1000mL (Refill) 2500mL (Refill)	

IAU SERUM



Lycomint
root suppli



SERUM
cleansing



SERUM
cream



SERUM
mask



SERUM
oil

Revitalizes Scalp in a Perfect Balance	Clean Scalp Smooth Hair	Light and Manageable	Highly Manageable Hair with Intensive Care	Shiny and Manageable
Balanced Sebum and Moisture	Condition the Texture of Natural Curls with a Moisture to Increase Hair Manageability			
_____	(Major Agent) Dense Amino acid (Sub Agent) Sulfobetaine	_____		
Protective Ingredient: Ester phosphate Moisturizing Ingredient: Honey Revitalizing Ingredients: Royal jelly acid, Asian ginseng extract	_____	Nano gel: Protection, Moisture retention Arginine, Glycerine: Manageability	_____	
		Gloss Density Ingredient : CMC Cocktail		
Condition the Texture of Natural Curls from Within : Green Nut Oil: Protection, Moisture retention				
<p>Lemon, Lavender, Mint Cassis, Geranium, Tomato leaves Powdery, Musk "Lively"</p>	<p>Floral Green : Slightly sweet, light and transparent scent</p>			
	<p>Lemon, Leafy green apple, Cassis, Herbal Muguet, Lotus Rose Woody, Musk</p>	<p>Grapefruit, Lemon, Leafy green apple, Cassis, Herbal Rose, Jasmine, Lilac Lily, Freesia Woody, Musk</p>	<p>Grapefruit, Lemon, Apple, Cassis, Green Rose, Jasmine, Lilac Lily, Freesia Woody, Musk</p>	<p>Grapefruit, Lemon, Leafy green apple, Cassis, Herbal Rose, Jasmine, Lilac Lily, Freesia Woody, Musk</p>
	<p>200mL 600mL (Pump Type) 1000mL (Refill) 2500mL (Refill)</p>	170g	100mL	



LAU
MOTHER
RESERVE
Label
ALL YOUR OWN

LAU
cleansing
FRESHMENT

LAU
cleansing
CLEARMENT

Label
ALL YOUR OWN

LAU
essence
SLEEK

Label
ALL YOUR OWN

Satisfy your hair with luster from within

"IAU" series that focuses on radiance cycle continuing to the future
TECHNOLOGY POLICY

Create a healthy foundation of hair by focusing on the scalp

- Combine 100% plant-based cleansing ingredients according to skin type

Appropriate cleansing ingredients with 100% plant-derived are contained tailored to the skin type in the same way as skin care products. We pursue mild finish after shampoo and the best foam that removes the dirt from the scalp.

- Silicon free that is safe for the scalp

Silicon basically works to make hair surface smooth and protect from friction. However, it also could be the cause of odor and stickiness for the scalp. Beautiful and glossy hair comes from the healthy scalp. Shampoos and a scalp treatment are completely silicon free for comfortable usage.

Repair damage by further evolved approach

- The latest technology that works all the way to the ends

Major mechanisms, "Fiber complex" and "Hydrophobizing control", approach the essential damage repair. The mechanisms work to deliver fiber ingredients and lipid ingredients to inside of hair and fix them firmly.

- Uniquely combined CMC cocktail that enhances gloss density of hair

CMC lipids are contained in healthy hair. We succeeded to create a new ingredient called CMC cocktail by combining 3 kinds of lipid-like components. It constructs a liquid crystal structure superior in penetration and fixation, which enables to respond to various damages including aging.

LebeL

ALL YOUR OWN



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認証番号:0772695

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