



hoyu
hair color museum

Exhibition Commentary

English version



Hair Color History in Japan Area

Hair color has the constant element of a tool to fulfill your desire to change your hair color, and the changing element of incorporating the values and skills of the times.

In this area, the history of hair color in Japan, which has evolved uniquely along with the historical background, is divided into four periods.

Introduction

People have dyed their hair from time to time since ancient times, far before the prehistoric age of Japan.
So, why did people dye their hair?

For spells

In ancient Egypt, henna is thought to have been used to dye hair, eyebrows, beards, nails, lips and so on as a kind of amulet, in addition to being used for beauty.

To fulfill a longing

In ancient Greece, blonde hair was regarded as a symbol of knowledge and power. People were said to have decolorized with alkaline soap or sprinkled flour colored with saffron to disguise their blond hair.

For teaching

In ancient China, Confucianism taught that the darker and longer the hair, the more filial piety one had for one's parents. So, in addition to trying to lead a lifestyle that was good for their hair, people also used sesame oil and walnut oil soaked in cotton called taku to make it look darker and shinier.

Chapter 1 The Age of Natural Black

Until 1868 (the Edo period)

Black hair is the key to youth and beauty

Naturally growing hair was both a mystery of the human body and a symbol of life.

On the other hand, the whitening of hair was a clear sign of decline and aging in anyone's eyes, and the effect on people's mental health was considerable.

In the days when there were no chemical dyes, people pursued black hair and came up with various ideas to achieve it.

[Section 1] Nara period (710 to 784)



In the Manyōshū, compiled in the Nara period, there are many tanka poems that depict gray hair as an expression of aging. It seems that by this time gray hair was already considered a symbol of aging. A hair oil from China used by the upper classes during this period is believed to have been used in a gloss called "taku." A "taku," a jar filled with cotton soaked in clove oil and other materials, is still preserved at the Hirakiki Shrine in Kagoshima Prefecture.



Hair oil "Taku," blue and white porcelain in the shape of a jar with lotus petals and peonies, late Southern Song dynasty Comb chest with pine and plum tree design in maki-e lacquer (Tamatebako) / Hirakiki Shrine

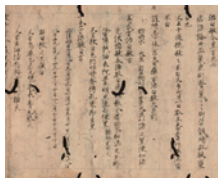
[Section 2] Heian period (794 to 1185)



The Tale of Genji Picture Scroll "Azumaya" / Tokugawa Art Museum ©
Tokugawa Art Museum Image Archive / DNPartcom

During the period when Japan's original culture flourished (Kokufu Bunka), turning from the Nara period under the influence of China, black makeup, such as ohaguro black teeth and drawn on black eyebrows, became established among the aristocracy. In this period, long black hair was a requirement for beauty. It is said to have been a sign of being a young lady of the upper class who did not have to work, as her junihitoe court attire and long hair made it difficult for her to move and work.

In the middle of the Heian period, Japan's oldest medical treatise, "Ishinpo," which was presented to the Imperial Court, contained many hair care



Ishinpo Volume 4, Hair at the temples, Cure for grey hair No. 4 / Tokyo National Museum
Image: TNM Image Archives

prescriptions, including hair-growing medicines, prescriptions to make hair shiny, and hair dyes for gray hair.

[Section 3] Kamakura period to the Warring States period (1185 to 1603)

As the bushi warriors, who originated as "bodyguards" to protect the land of the nobility, entered an era of competition with each other, the way of life changed dramatically from the Heian period, with samurai wearing topknots and commoners wearing their hair shortened to make it easier to escape in case of war.

■ Sanemori Saito dyed his hair black for battle

Sanemori Saito is famous for being the first Japanese to wear his hair black.

When Saito Sanemori, a renowned military commander on the side of the Taira Clan in the Genpei War, went to fight the army of Kiso Yoshinaka, a man whose life he had once saved in a battle between the Minamoto and Taira clans, he dyed his hair and beard black, thinking that in an all-out battle his white hair may cause him to be shown mercy. When the enemy who struck him down washed his head, white hair appeared, revealing him to be Sanemori. It is said that Yoshinaka Kiso, who examined the severed head, broke down in tears upon learning they had killed the person who saved his life.

This tragedy between Sanemori and Yoshinaka became a popular performance in Noh theater chants, joruri, and kabuki performances.



Old Sanemori Saito getting his beard blackened before battle by Yosai / International Research Center for Japanese Studies

[Section 4] Edo period (1603 to 1868)

Tokugawa united the country and brought about a peaceful samurai world. During this time, the division of labor between merchants and farmers was established, and people's living standards improved.

During the Genroku period (1688 - 1704), as the culture of the townspeople flourished, the cosmetics industry, which had been centered on aristocrats

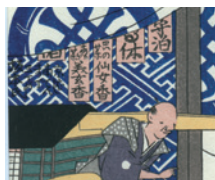
and warriors, developed rapidly as the makeup culture spread to the masses.

In addition, during this period, national isolation shut down foreign technological culture. However, foreign cultural products were in fact introduced at the end of the Edo period.

■ "Bigenko" becomes a big hit

In the late Edo period, products that conceal gray hair were called black oil, or black-bintsuke, and they were often used. Among these products, one of the most famous was "Bigenko."

Although the manufacturing process and actual conditions are not clearly known, it was a big hit at the time, and advertisements for it are depicted in ukiyoe woodblock prints.



The Fifty-Three Stations of the Tokaido, Seki, by Utagawa Hiroshige

If it were now, Sanemori would buy it "Bigenko"

This is a senryu poem from the Edo period. It was created from an episode in the late Heian period when the head of Sanemori Saito, who was killed by his enemies, was washed and his gray hair, which had been dyed black, appeared. The poem is based on a historical episode, in which Sanemori, if he had been around during this period, would have bought "Bigenko" because it is a mixture of fat and oil smoke, and would not come off even if washed with water in the way the ink and other substances he used in the past.

Chapter 2 The Age of Chemical Black

1868 (Meiji Period) to 1956 (Showa 31)

The civilization and enlightenment of hair dye

When the samurai era ended and the Imperial Meiji government came to power, Western products and manufacturing methods were aggressively introduced in to strengthen the nation's wealth and military power. As for hair dye, the influx of Western formulas into Japan was the first major turning point for Japanese hair dye. It was also a time of great turbulence in the world economy after two major wars.



Steam Locomotive on the Coast-in-Yokohama by Utagawa Hiroshige / Tokyo Metropolitan Library

[Section 1] Imported hair dye and ohaguro (black tooth) solution coexisted in the early Meiji era

At the beginning of the Meiji period, gray hair was dyed by applying mucus from plants to the hair and then applying ohaguro solution over it and letting it dry, but it seems that this process took nearly half a day.

Also, imported hair dyes became available, and dyes using with foreign metals such as iron were also used.



Gray hair dye introduced from the Netherlands (Holland) Akindo Kaimonohitoriannai, Shimizuya Jihei, and others 1831 (Tenpo 2) / Yokohama National University Library CC BY-SA 4.0

[Section 2] Chemical Black and Oxidative Hair Dye Debut

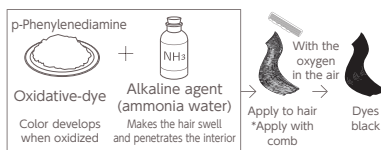
In 1905 (Meiji 38), the first oxidative-dye hair dye was released in Japan.

In this method, a solution of p-Phenylenediamine dye, alkali (ammonia), and water is applied to the hair, which is then exposed to air (air oxidation) to dye it.

Techniques developed in Europe were introduced to Japan, leading to domestic production of hair

dyes. The basic structure of hair dye itself has not changed since then.

Oxidative hair dye



1818 Discovery of hydrogen peroxide
L. J. Thénard (France)

1856 Birth of the world's first synthetic dyes
W. H. Perkin (England)

1863 p-Phenylenediamine discovery
A. W. Hofmann (Germany)

1883 Development of oxidative hair dye in Europe
P. Monet (France)

Chiyonureha

An oxidative hair dye believed to be the first to be produced in Japan. Juemon Hattori of Hattori Shoiedo started with indigo dyeing to create hair dyes, and later acquired several products and patents for hair dye.



Niwakarasu

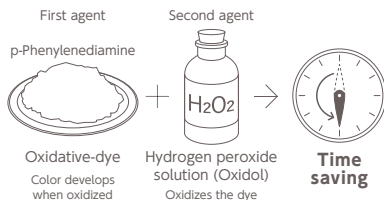
The second oxidative hair dye in Japan. The product was made by boiling and dissolving a solution of oxidative-dye, ammonia, and water in a bottle. Dyeing took 6 to 8 hours.



[Section 3] Domestic hair dye level up

Dyeing technology in combination with hydrogen peroxide had already been discovered in 1883 (Meiji 16), but it was not until 1910 (Meiji 43) that the technology was utilized in domestically produced hair dye.

At this time, the prototype of the current oxidative hair dye, which oxidizes p-Phenylenediamine with hydrogen peroxide, was created, further reducing hair-dyeing time to about 30 minutes.



Genroku

Three-agent hair dye. The checkered pattern on the package is called the Genroku pattern, which was a popular pattern in the Genroku era.



[Section 4] The environment surrounding manufacturers

Since the first domestic hair dye was released in 1905 (Meiji 38), the products grew steadily, but at the end of the Meiji period, rashes caused by the dye became a problem and there was a furor over hair dye recalls.



Tokyo Hochi Shimbun 1910 (Meiji 43) December 21 / The Yomiuri Shimbun

Next, World War I interrupted the supply of raw materials, and some manufacturers were unable to produce. After the war ended, the market boomed with various products.

In the 1930s, as Japan gradually entered the war system, a series of measures were implemented to raise funds for the war effort and curb consumption, including an excise tax on hair dye and rationing of raw material ingredients, the implementation of which was difficult for manufacturers.



Wartime flyer (circa 1932 to 1938)

Grey hair dye / Reddish hair dye

Hair dyes of this era were known as "Gray hair dye / Reddish hair dye." Because Japanese hair originally contains a lot of red pigment, it was probably used not only to dye gray hair, but also to dye people's hair black if it looked reddish. In 1895 (Meiji 28), Shian Ishibashi wrote an article "A Comparison of Japanese and Western Beauty." "As you know, in those countries, the color of gold is considered the best, and the more yellow, the more prized it is. I hesitate to say it, but I proclaim that the pitch black, lustrous, wet raven hair of the Japanese is far superior to ripening corn." Everything was inclined toward the West in the Meiji period, but hair color was still black when the slogan of the times was Japanese spirit with Western sensibilities.



There is a description of "reddish hair dye" on a paper bag of the time.

Chapter 3 The Age of Color (Part 1)

1956 (Showa 31) to 1980 (Showa 55)

Western culture changes daily life and values

After the end of World War Two in 1945 (Showa 20), occupation forces were stationed in various parts of the country and the way of life changed drastically to a Western style as the opportunities to come into contact with foreigners and foreign cultures increased significantly.

From about 1955 (Showa 30) to about 1970 (Showa 45), as movies, magazines and television became colored one after another and spread to the masses, the Japanese sense of color was refined.

In hair color, the influx of "bleaching" laid the groundwork for a technology that would broaden the range of hair color choices for Japanese, but the times had yet to catch up.



[Section 1] "Hair Dye" lands in Japan

In 1956 (Showa 31), "Helene Curtis Hair Dye" was released in Japan for professional use.

It was a revolutionary product that had never been seen before in Japan. **The hair dye was clearly different from conventional hair dyes that only made the hair black**, as it bleached out the black pigment from the natural hair and added color to it in order to achieve the desired color beautifully. It was also around this time that hair color treatments at hair salons began to become available.



Helene Curtis Hair Dye

A unique evolution of hair dye

In the 1960s, the changing acceptability of color led to the demand for natural colors instead of pure black in commercial hair dye. As people's lifestyles became busier and more demanding for instant gratification, manufacturers innovated and introduced a powdered single-agent type of hair dye that can be used by mixing it with water.

This type is still on the market, and as a type unique to Japan, it is still the mainstay product in gray hair dyeing for dark-haired people overseas.



Bigen A-B-C

[Section 2] The first hair color boom and its story

In the late 1960s, a type of product called "shampoo-type" came on the market that produced bleaching power. It targeted people in their 20s through commercials on color TV, which was rapidly becoming popular at the time, and awareness of hair color quickly expanded.

Commercially available fashionable dyes that can brighten the hair boomed.

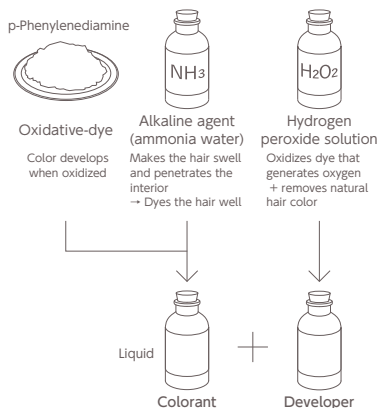


Left: Feminine hair color

Right: Feminine hair color nationwide advertisement (now Henkel Japan)
The Asahi Shimbun evening edition from April 3, 1967 (Showa 42)
Henkel Japan Ltd. Image courtesy of The Asahi Shimbun Company

However, the hair coloring boom was short-lived due to immaturity in dealing with damage and a return to black hair as a reaction to the trend.

With the advent of the shampoo-type system, the prototype of the current hair color (alkaline oxidized hair color) was almost complete.



This archetype later evolved into cream and foam types.

Coloring situation in beauty salons at that time

The hair coloring process required learning new techniques, and inexperience could lead to unevenness.

In addition, at that time, dressing and perms were in full swing, and there was little demand for color in beauty salons. And, perms and hair coloring could not be performed at the same time, so coloring did not take off as an option in beauty salons.

Chapter 3 The Age of Color (Part 2)

Around 1980 (Showa 55) to 2000 (Heisei 12)

The beginning of the second hair color boom

The bubble economy that began in 1986 (Showa 61) ended about five years later, and Japan entered an economic downturn and prolonged recession known as the “lost decade.”

The second hair color boom took place under these social conditions. The options of coloring one's own hair with consumer products or having it professionally done had been established, and the synergistic effect of the two greatly expanded the range of hair color choices for Japanese people, who had always aimed to have black hair.



Juliana Tokyo in 1993 / The Mainichi Newspapers

[Section 1] Acidic hair dye with less damage to hair arrives

One-length hairstyles were very popular in the 1980s and early 1990s. Straight hair emphasizes the flow of black hair. Against the backdrop of this trend, acidic hair dyes, which can both add shine and complementary color to hair, became popular in beauty salons from around 1985 (Showa 60).



© Kyodo News / Amana Images



Arimino Seventh Day Color

[Section 2] A catalyst for diverse hair color choices... The Equal Employment Opportunity Law

The enactment of the Equal Employment Opportunity Law in 1986 (Showa 61) dramatically accelerated the social advancement of women. Women who had the opportunity to interact with society began to express themselves more actively, and hairstyles changed from “cut and perm” to a lighter “cut and dry” style. Along with that, hair colors became lighter.

Two charismatic people who changed salon coloring +1

In the 1990s, these hairdressers used hair color to express people's diversifying values and individuality. They advocated hair design that adds three-dimensionality with hair color, and had a major impact on the beauty industry, which was in need of proposals for modeling beauty next to cutting and perms.



Hideo Imai



Eizo Kakimoto

At the same time, there was an English hair colorist who generously taught techniques and ways of thinking that were not available in the Japanese beauty industry.



Daniel Galvin

Galvin's technique



Weaving



Foil work

Their work has changed the face of salon color in Japan today.

Chapter 4 The Age of Diversity

Since 2000 (Heisei 12)

Hair coloring goes from a boom to a versatile means of self-expression

As dietary habits changed in the postwar period, the proportions of the younger generation began to change, and the westernization of fashion became widespread. At the same time, information was becoming borderless, and there was a growing trend to actively embrace Western culture and trends.

Hair color evolved from the brown hair boom to a second hair color boom, and eventually hair color took hold as a part of self-expression rather than a passing trend.



Charisma staff, Shibuya 109 shop, Tokyo/Asahi Shimbun Digital

[Section 1] The brown hair craze arrived

From around the late 1990s, young people with brown hair began to appear on the streets, and it became a big boom around 2000. There are various theories about the cause, but the decisive factor is not known.

It is thought that young people who sympathized with some entertainers tried



Left: Beauteen Hair Color
Talken Cool Ash
Right: An ash color finish



to get closer to their worldview by imitating their hair color in a way that could be quickly changed.

[Section 2] Coloring fixation

While the market for gray hair dye continued to grow, the popularity of fashionable hair dye peaked in 2001 (Heisei 13) due to growing concerns about hair damage, and shifted to hair coloring for natural hair coloring, thereby expanding the market for hair care treatments.

Realizing the fun and self-expressive potential of changing their hair color, people began to choose colors that suited their tastes and purposes.

► Amurer (Namie Amuro fans)

When it comes to the Amurer hairstyle, it's straight, long hair of one length, and center-parted bangs were the norm. And one of the classic styles is to add a fine shaggy cut along the face line.

The basic hair color is brown. The style of adding mesh highlights to brown hair is also Amuro-style.



► J. Leaguer

In 1991 (Heisei 3), when the J. League soccer league was founded, more fans dyed their hair bright colors because popular players wore brown or blond hair.

► Kogyaru

Girls who enjoyed somewhat outlandish fashions, such as baking their skin in tanning salons, wearing their hair blonde, and wearing loose socks, emerged and became a major fashion phenomenon.

► Shibukaji (Shibuya casual)

Street fashion that is particular about America was born from young people. This is a fashion style of simple, standard items.

► Surfer

When people thought it was cool to have hair that had turned brown from exposure to the sun on the beach, a boom was born to imitate that and dye hair brown.

Further evolution to meet the needs of each user

Hair color options increased in beauty salons, and hair designers looked for products to make it easier for them to achieve the desired color. In order to make the products on the market a little easier to use, products that do not require mixing and products that apply foam to the hair were launched and took the market by storm.

Since 2010 (Heisei 22), "color treatments," which allow the blurring out of gray hair while doing a treatment or complementing hair color by fading it have become popular.



Cielo Hair Color Cream (Hoyu)



Beautylabo Furifuri Whip Hair Color (Hoyu)



Prior Color Conditioner (Shiseido)

[Section 3] More freedom of self-expression with hair color

With the spread of smartphones and SNS, we have entered an era of mutual information exchange, in which people can easily communicate their values and connect with others who share them. Multifaceted hair fashion, such as mesh, inner-color,

and bi-color, as well as hair color, has become a means of expressing individuality, and hair colorists have begun to share their creations on social media.



Values changing gray

A movement began to emerge to make use of the beauty of gray hair, which has long been regarded as a symbol of aging, instead of dyeing it black.

From "dyeing black" to "blurring" to "enjoying natural hair color," the values surrounding gray hair have further diversified.



Image courtesy / kakimoto arms

Closing Chapter Why do people dye their hair?

In ancient times, people dyed their hair for a variety of reasons, such as to protect the spells and teachings, to fulfill their aspirations, or to look young and beautiful.

Although hair coloring has changed with the incorporation of new technologies and values of the times, Hoyu believes that at the root of this change

is the desire of consumers to live a little better than they do now = "well being."

This is the positive feelings and expectations of our future selves that come from dressing up our hair color and expressing our individuality. While continuing hold these feelings close, hair color will continue to be close to people's lives.

Museum 3rd floor

Hoyu Exhibition Room

Hoyu has been delivering hair color to customers since 1923 as a tool to fulfill their dreams and express their individuality.

In this area, the history of our activities is divided into corporate history, product history, and safety research history.



Since its founding in 1905 (Meiji 38), Hoyu has moved forward in the hope that the customers who use our products will lead rich and fulfilling lives.

In 2005 (Heisei 17), on the occasion of our 100th anniversary, we adopted the corporate slogan, "COLOR YOUR HEART."

This slogan expresses Hoyu's philosophy of continuing to create "Abundant beauty from the heart" through the provision of products and services that add color not only to customers' hair but also to their hearts.

Hoyu: 100 Years of History

Founder Masujiro Mizuno overcame many difficulties to build the foundation of Hoyu. For more than 100 years since then, we have devoted ourselves to hair dye and have worked hard to deliver more convenient, safe, and secure products to as many customers as possible.

■ The Founder: Learning the ins and outs of the business

The founder, Masujiro Mizuno, was born on November 2, 1879 (Meiji 12), the first son of Takenori Mizuno, in the family of Riemon Mizuno, a former feudal retainer of the Owari Clan. When he turned 14, he entered Suzuki Senkoshu, a household medicine manufacturer and distributor, in Kyomachi, Higashi Ward, Nagoya City, and decided to embark on a career in commerce.

■ Masujiro: Starts an independent business

In 1905 (Meiji 38), Masujiro Mizuno, who wanted to open a business, founded Mizuno Kankudo. In addition to selling drugs, the company initially manufactured Tamushitori, the oral gargle Enbotsusan, laxative tonics and cold medicine, among others.

■ Hair dye industry debut

In 1907 (Meiji 40), Japan's first oxidative hair dye, "Chiyonureha," was released by another company. When his brother-in-law, who ran a cosmetics and sundries sales business, suggested that he develop a hair dye, Masujiro was convinced of its potential and decided to do so. Relying on senior scholars and teachers, he began research. After painstaking effort, he discovered that the raw material was p-Phenylenediamine.

In 1909 (Meiji 42), he released the first oxidative hair dye in our company, Gray Hair Dye "Niwakarasu." (two crows)

■ A sudden setback and two halts of production

Sales of "Niwakarasu" were increasing steadily. However, in 1910 (Meiji 43), the sale of acid hair dye products was suspended due to a social problem of rashes caused by acid hair dye. Later, a revision of the Poisonous and Deleterious Substances Control Law made it possible to sell such products, but World War I broke out in 1914 (Taisho 3) and the price of raw materials soared. Imports became impossible and production was again halted.

After the sale of "Niwakarasu" was discontinued, Masujiro started a cork business in Hiroshima in addition to his drug sales business. During



The founder as a young boy



Top cold medicine known as "medicine in the shape of a shogi piece."



Niwakarasu



A very rare cork sign that appears to be a remnant of the cork business.

this time, another company developed a new product that used hydrogen peroxide to shorten developing time, and although expensive, it was a big hit. Masujiro had no choice but to endure this with regret.

■ The launch of “Genroku”

After the end of First World War, there was a complete turnaround to a reactionary depression and prices plummeted. Despite this, sales of gray hair dyes from domestic hair dye makers were strong despite their high prices.

In 1921 (Taisho 10), the company took this opportunity to begin manufacturing and selling a new hair dye, “Genroku,” as raw material prices fell along with falling commodity prices. “Genroku” was a three-agent hair dye made from powdered p-Phenylenediamine, hydrogen peroxide, and a glue, and was priced at 25 sen (sen was a Japanese coin at the time worth one-hundredth of a yen), less than half the price of competitors’ products. The product was a big hit. The name “Genroku” was named after the checkered pattern also known as Genroku that was popular in 1921 (Taisho 10). The design was inspired by the story of Oishi Kuranosuke of Chushingura (The 47 Ronin), a hero of the Genroku period when the Genroku pattern was popular, and was named “Genroku Samurai.”

■ The 1923 (Taisho 12) establishment of Hoyu Shokai

The name of the new company was changed to “Hoyu Shokai Co. Ltd.” to reflect the enthusiasm of the term “hoyu (friend)” for the challenge of joining forces and building a modern management organization, and to further strengthen the “hoyu” relationships with the 300 clients who became shareholders.

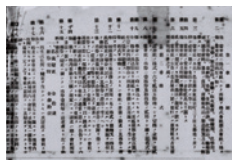
■ Dealing with crises, times of hardship

In 1923 (Taisho 12), shortly after the company was founded, the Great Kanto Earthquake struck. Business partners near Tokyo became insolvent. In 1926 (Taisho 15), the stamp tax on OTC medicine was abolished altogether, and large quantities of stamped medicines were returned. Hoyu Shokai was forced to embark on a difficult journey. In this crisis, Masujiro gave up the drug business and responded by concentrating on only one product, “Genroku”. Business then began to recover.

In 1934 (Showa 9), the company expanded overseas and expanded its sales channels, but the continuous tightening of excise taxes to collect war expenses and the shortage of raw materials due to supply controls put a great strain on business activities. In addition, when the Pacific War broke out, the workforce was in short supply due to conscription and recruitment, and after 1942 (Showa 17), the company was nearly paralyzed.



Genroku



Articles of Incorporation at the time of incorporation and Second Financial Report



“Genroku” advertising activity



New Year's cards in 1938 (Showa 13)

I A fresh start

In 1945 (Showa 20), the company's head office and factory were destroyed in the war, forcing a fresh start from scratch.

In 1946 (Showa 21), the company made a fresh start as a factory by repairing a house which had been partially destroyed by bombing in Yamaguchi-cho, Higashi Ward, Nagoya City. Furthermore, in 1954 (Showa 29), the company acquired land and a factory in Shindeki, Higashi Ward, and began operations as the "Factory Number 1."

I Developed "Bigen", a postwar mainstay

"Genroku" had long been the company's mainstay product, but there were growing calls within the company to develop the next new product. In 1957 (Showa 32), a group of young engineers led the successful development of the powdered single-agent formula "Bigen." In addition to the ease of use of powdered products, "Bigen" added Japan's first natural color (a color that does not finish black), and became recognized as a hair dye that was fit for the new era. The original name of "Bigen" was "Bijin Genroku." In marketing the product, the company emphasized the fact that it was "Funmatsu Genroku" to take advantage of the popularity of "Genroku." Although production was modest at first, production and sales increased and in 1963 (Showa 38) it surpassed the original "Genroku" to become the company's most popular product.

I From shop management to business management

In 1959 (Showa 34), Kimpei Mizuno became the second president following the death of Masujiro Mizuno. He actively managed the company by establishing a system to increase production, making individual visits to all drug stores nationwide, strengthening R&D capabilities, and advancing into the commercial field. He aimed to establish a corporate culture of "think for yourself and act." He shared his words as a manager within the company and encouraged employees who were exposed to his words to think and devise new ways to do their jobs.

On the other hand, because of his war experience, he did not establish a company creed or company motto that would make people feel obligated or coerced.

I Company name change

In 1964 (Showa 39), the company name was changed to Hoyu Co., Ltd. as part of the company's efforts to modernize.

I Becoming a leader in the hair dye industry

In the late 1960s, shampoo-style fashionable dyeing became a big hit and the first hair color boom took place. Hoyu, which had missed the



Temporary office of Hoyu Shokai, circa 1947 (Showa 22)



Bigen A·B·C



The second president, Kimpei Mizuno



Headquarters building at the time



Logo at the time

boat, seized the opportunity to capitalize on the return to black hair and launched "Bigen Hair Color" in 1971 (Showa 46), combining the technology of shampoo-type hair dye with the variety of color tones of "Bigen."

The "Bigen Hair Color" sold well beyond expectations, and two years after its launch, Hoyo finally became the top company in domestic hair dye.



Bigen Hair Color

■ "Bigen" becomes an international brand

With the start of exports to North and South America in the late 1960s, the number of countries to which Hoyo products were exported rapidly increased from only 6 in Southeast Asia in 1963 (Showa 38) to 23 in 1970 (Showa 45) and then to 36 in 1975 (Showa 50).



■ 4 Brands: The strategy to make them No.1 in category

The new brands "Beauteen" in 1990 (Heisei 2), "Beautylabo" in 1995 (Heisei 7), and "Cielo" in 1997 (Heisei 9), were launched to bring the total number of brands to four covering all generations of women.



■ "Hair is the ultimate accessory": Daniel Galvin Division launched

In 1991 (Heisei 3), Hoyo established the Daniel Galvin Division within the company. This was a new business venture by Hoyo in partnership with world-renowned hair color artist Daniel Galvin for large salons. Galvin proposed a technique called "movement," and Hoyo proposed products best suited to that technology, in an effort to establish a "movement menu" in Japan.



Daniel Galvin

■ Professional business expands dramatically Release of "Promaster"

This product was released in 1998 (Heisei 10) Based on color science, even subtle nuances were designed to create a calculated image. "Promaster" was highly appreciated by the salon industry because of its performance in color development and stability.



Promaster

Transformation of overseas operations to further increase market share

Hoyu has been aggressively expanding overseas, mainly with the name recognition of its "Bigen" brand, but the company will reach a tipping point just before the 2000s. The previous system of one distributor per country was reformed and Hoyu started direct sales. The company established its own overseas production facilities and developed new products for the global market.



Hoyu Cosmetics (Suzhou)

Enhancing comprehensive R&D centers and research institutes

Since the Research Section, a specialized unit, was established in the Manufacturing Division in 1962 (Showa 37), research and development were emphasized, and in 2002 (Heisei 14) the Fundamental Research Building was newly established. In 2007 (Heisei 19), a new research building was completed for product development with an emphasis on collaboration with the marketing department.



New research building

Seeking the future of Hoyu, establishing new symbols

The Sakuragaoka Factory was completed in 2001 (Heisei 13) and the new headquarters building in 2004 (Heisei 16). In 2005 (Heisei 17), when Hoyu turned 100 years old, the company logo was redesigned so the company would be recognized as "Hoyu" rather than "The Bigen Company."



Headquarters



Sakuragaoka Factory

Hoyu Product History

Genroku

A longtime seller for 73 years



Released in 1921 (Taisho 10)

Aim

Development of inexpensive hair dye for gray hair that takes a short time to dye.

Challenges

Both low price and high quality.

Ingenuity in development

- Procurement of excellent domestic chemical raw materials.
- Expensive glass bottles used for only the developer. The colorant was wrapped in tin-coated black medicine paper.
- To seal glass bottles of the developer, cork stopper is secured with wire, etc.

Results

- Could be offered for 25 sen, compared to other companies' products costing about 80 sen at the time.

Bigen Powder

Using science to achieve multicolor



Released in 1957 (Showa 32)

Responding to the high economic growth period and the demand for instant gratification with more convenient products.

Development of powdered products that can be used simply by mixing it with water.

- Development of a special processing method for sodium perborate, an oxidizing agent.
- A synthetic thickener that blends well with hair.

- User-friendliness unique to the powdered single-agent formula.
- Could be used economically, dissolving only the necessary amount in water and saving the rest.

For more than 100 years since its founding, Hoyu has created products that fit the times. Here are seven of the most innovative.

Bigen Hair Color

Natural color, low-cost shampoo-style hair dye



Released in 1971 (Showa 46)

Development of a product that can expand the market for shampoo-style hair dye in natural colors and at low prices.

[Tone Optimization]

Three subdued colors were developed to capture the growing need for subdued colors as a reaction to the bright color trend.

*After that, three more colors for fashion dyes (for black hair) and two more for gray hair were added.

[Capacity Optimization]

Reducing the volume of each of the colorant and developer in response to feedback that the conventional quantities are excessive.

- Oleic acid removed from the colorant to reduce dirt on the skin.
- Developed new dye formulations to achieve original dye formulations.
- Reduced cost by reducing the “emulsification” process of the developer.

- Achieved the top market share through blockbuster sales.

Bigen Cream Tone

Easy to use with no splashing or mess



Released in 1984 (Showa 59)

Development of “dyes hair with treatment,” which can be used in small portions without dripping, and have good color retention.

[Strengthening Cream-type Hair Dye]

At the time, cream types were rated as having poor dyeing ability overseas.

[Development of Containers to Ensure the Stability of Developer]

The developer was at risk of exploding if stored improperly, and prototypes were repeatedly made to determine the optimum container, including materials, length, processing, and other factors.

- Hoyu's unique formula enhances hair dyeing ability.
- To ensure the stability of the developer (hydrogen peroxide), a double-layered tube made of aluminum and polyethylene was developed.

- The small size and increased viscosity make it possible to dye only specific parts of the hair easily. It held the top share of the domestic general market for nearly 30 years.

Men's Bigen Speedy Color

A speedy-coloring hair dye valued for its combination of speed and good dyeing ability



Released in 1987 (Showa 62)

Aim

Development of a speedy-coloring hair dye to develop the men's gray hair dyeing market, where there is a strong demand for time reduction.

Challenges

[Reduce Rashes]

Speedy-coloring hair dyes have a higher amount of dye and a higher risk of causing rashes, so they needed to be devised to dye quickly and thoroughly.

Ingenuity in development

- Reduces the risk of rashes with an ingenious dye mix.
- A special brush with three rows of teeth that was developed and improved on.

Results

- Formed a market as a product that could achieve good dyeing in 5 minutes. Preparations for the development of speedy-coloring hair dyes for women progressed, and "Ladies' Bigen Speedy Color" and "Bigen Hayazome" were released in 1989 (Heisei 1) and 1994 (Heisei 6) respectively.

Beautylabo Coloring Foam Cielo Hair Color Foam

Heading into the age of hair-coloring without the hassle of mixing



Released in 1997 (Heisei 9)

In order to reduce the time and effort involved in mixing, a container was developed that allows dispensing of both agents at the same time with the press of a button. A new hair dye was devised in a foam type that is easier to apply to the entire area.

[Degradation of Developer (Hydrogen Peroxide)]

Hydrogen peroxide degraded easily in aluminum cans because of its rapid reaction to metals, and there was a danger that the developer would expand and burst.

[Press Button Development]

A press button was developed to eject both agents evenly no matter how it's pushed.

- A double-structured container was developed to ensure the stability of the two-agent.

- Created value in the commercial market by removing the hassle of mixing. The packaging material was also highly appreciated outside the company. Cream-type products, which tend to vary in viscosity and viscosity over time, were also studied, leading to the creation of "Cielo Hair Color Cream".

Pursuit of Safety: The History of Hoyu Safety Research

Hoyu began as a household medicine manufacturer and distributor, and has continued to pursue product safety even after beginning to deal mainly in hair dye.

100 years of hair dye development was also 100 years of the pursuit of safety.

What is hair color safety? Allergic reactions to hair color

An allergy is an overactive immune response.

There are two types of allergies: Immediate allergies, in which symptoms appear immediately, and delayed allergies, in which skin symptoms such as itching and spots appear later than the next day. Many cases of contact dermatitis, called rashes, are delayed.

Hair coloring can be used to color hair well and the color lasts long, but in rare cases it can cause an (often delayed) allergic reaction, depending on your body type and skin condition.

Many of the causes of this are "oxidation dyes" such as p-Phenylenediamine, which is contained in the colorant.




To ensure that hair color is safe to use, always perform a skin allergy test (patch test)* before each use.

*Skin allergy test (patch test): The most effective way to use a hair color to check if an allergic reaction will occur.

Procedure for skin allergy test (patch test)

Always conduct this 48 hours prior to each hair coloring. Observe the test area twice, once after 30 minutes and once after 48 hours, and color hair only if there are no abnormalities after observation.

*This is a generic example: Please follow the instructions that come with the product.

1	2	3
<p>Make a mixture for patch testing. Take out a small amount of colorant and developer at the specified ratio and mix with a cotton swab.</p> 	<p>Apply to the inside of the arm and leave for 48 hours. Using a cotton swab, apply a small amount of the mixture (about 1cm²) from step 1 on the inside of the arm, let it dry naturally, and let it sit for 48 hours without touching it. *Be sure to be punctual.</p> 	<p>Observe the test site 2 times, at 30 minutes and 48 hours after application. If skin abnormalities such as rash, redness, itching, blisters, or irritation develop on the application area, wash it off immediately without rubbing it with your hands, and do not apply hair color. If such skin problems occur during the process, even before 48 hours, stop the test immediately, wash off the mixture, and do not use hair coloring.</p> 

Product Challenges in the Quest for Safety

Since the 1950s, Hoyu has focused on safety and has been researching and developing hair dyes that do not contain diamine dyes. Our pursuit of safety has not changed since, and research departments are continuously searching for a hair dye that can be used by anyone with peace of mind.

Diamine-free products



Krogen
(1956 - year of discontinuation unknown)



Maken
(1960 - year of discontinuation unknown)



Haarel Wave Hair Color
(1962 - 1991)



Cheri
(1962 - year of discontinuation unknown)



Hoyu Mild Color
(1990 - 1995)



Stepping Dark
(1992 - 1994)



Currensia
(1996 - present)



Men's Bigen Premium Color
(1997 - 2000)

Coloru

Gray hair dyes without representative ingredients* of diamine dyes.

*p-Phenylenediamine, toluene-2, 5-diamine

Internet exclusive ▶ <https://www.coloru.jp/>



For overcoming allergies

"We sell good products, but safety comes first." - Masujiro Mizuno.

We will always remember the founder's words and pass them on to the next generation.

1 Hoyu Science Foundation



This foundation was established as a general incorporated foundation in 2014 (Heisei 26).

The foundation provides research grants to support scientific and technological research and improve technologies related to the safety and functionality of cosmetics, quasi-drugs, and pharmaceuticals for the human body, thereby contributing to the healthy and cultural lifestyles of the Japanese people. It was certified by the Prime Minister in 2021 (Reiwa 3) and became a public interest incorporated foundation.

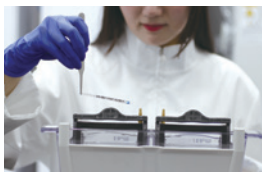
2 Basic research facility "Innovation Center"

This is a base for research and the promotion of allergy diagnosis technology, which was built in 2016 (Heisei 28) within the research facility.



3 New businesses from safety research

In the course of Hoyu's safety research, we developed our own protein analysis technology (proteomics). This technology has been used to conduct joint research with medical facilities across the country to advance research into the causative agents of allergies, known as allergen components. In 2022 (Reiwa 4), a commissioned allergy analysis program was launched to proactively return these results to society.



Nihon Keizai Shimbun, December 1, 2022 (Reiwa 4)

Three things to expect from our allergy analysis technology

Freedom from physical and emotional burden

Anxiety about not being able to identify causes because blood tests are negative even though symptoms appear.



It is expected that causes can be identified and stress tests that are burdensome to the patient can be minimized.

Freedom from the burden of daily dietary habits

Fear of eating because of positive blood test even though not showing symptoms.



It is expected that people and their families can share in the joy of having an expanded choice of foods without anxiety by knowing that they can eat things they had been avoiding.

Relief from sudden allergic symptoms

Desire to know if there are any other risky foods or if symptoms that can be cured.



It is expected that people will be able to know the ingredients that are a risk for them, and be able to feel safe and prepared, making it easier to live their daily lives.

Types of hair coloring products

						Common name
Hair coloring products	Quasi-drugs	Hair dye	Permanent hair dye	A	Oxidative hair dye A-1	Hair color / hair dye Grey hair dye / Fashionable hair
					Non-oxidative hair dye A-2	Ohaguro hair dye
			Decolorizing agent Dye removing agent	D	Decolorizing agent D-1	Hair bleach / Hair lightener
					Dye removing agent D-2	Hair bleach
	Cosmetics	Hair dye materials	Permanent hair dye materials	B		Hair manicure Color Treatment Color rinse
			Temporary hair dye materials	C		Hair mascara Hair color spray Hair marker Hair foundation

From the Japan Hair Color Industry Association website

Information on planned exhibitions and seminars is posted on the website.



<https://www.museum.hoyu.co.jp>