

Tokyo, November 5, 2021  
Cool Japan Fund  
(Cool Japan Fund Inc.)

## **Investment in a Japan-made Men's Skincare Product Brand Aimed for International Distribution**

- The Cool Japan Fund (CJF) has invested in BULK HOMME Co., Ltd. ("BULK HOMME"), a company distributing Japan-made men's skincare products as "BULK HOMME" in Japan as well as in overseas.
- BULK HOMME has received an international awards for its high-quality Japan-made products which contains ingredients that increase moisturizing balance and enhance radiant skin, as well as for monotone containers with a simple and unified design, in order to achieve "Basic" as a part of their brand concept.
- BULK HOMME was founded in 2017 by Mr. Noguchi to deliver creative products to men around the world with a mission to attain "the largest market share in men's skincare in the world". Thanks to strong digital marketing expertise by leveraging social media and KOL, they have been accepted by diverse generations through direct-to-consumer sales channel via its own e-commerce platform as their main market. They have already expanded beyond Japan to more than 10 countries. BULK HOMME has been pursuing businesses eyeing international expansion, such as winning grand prize at the Cosmoprof Awards 2019 in Europe as the first Japanese men's skincare brand. BULK HOMME will accelerate their business in China with USHOPAL, a business partner in this round of fund raising, as well as will expand their business in the countries where they have already entered and planning to enter.
- Through this investment, CJF aims to support increasing and establishing brand awareness of Japanese men's skincare products to overseas by developing success stories where high-quality Japan-made men's skincare products are widely adopted in the world. Considering this investment as a model case, CJF also hopes that the overall men's skincare market to expand in each country, and consequently shall minimize the market entry barriers when other Japan-made men's skincare brands are expanding overseas.

Primarily, Japan-made cosmetics for women gained attention as popular Cool Japan products in China and around Asia with its high credibility as the Made in Japan brand underlaying its high functionality, high quality, safety, and reliability. Hence, overseas expansion of Japan-made men's cosmetics is also expected to be the same in the future. Men's cosmetics were also considered as one of the future growth sectors in the Cosmetics Industry Vision\* established by the industry-university-government.

\*The Cosmetics Industry Vision, April 2021, Cosmetics Industry Vision Study Group  
[https://www.meti.go.jp/english/press/2021/0426\\_001.html](https://www.meti.go.jp/english/press/2021/0426_001.html)

The Cool Japan Fund (CJF) has invested in BULK HOMME Co., Ltd., a company distributing Japan-made men's skincare products as "BULK HOMME" in Japan as well as overseas.

Through this investment, CJF aims to support increasing and establishing brand awareness of Japanese men's skincare products to overseas similar to which Japanese women's cosmetics have gained popularity in abroad through creating success stories where high-quality Japan-made men's skincare products are widely adopted in abroad. Considering this investment as a model case, CJF also hopes that the overall men's skincare market to expand in each country, and consequently shall minimize the market entry barriers when other Japan-made men's skincare brands are expanding overseas.

The BULK HOMME brand was established in 2013 by Mr. Noguchi to deliver creative products to men around the world with the mission to attain the "largest market share in men's skincare in the world". The company was then founded (incorporated) in 2017. BULK HOMME has received international awards for its high-quality Japan-made products which contains ingredients that increase moisturizing balance and enhance radiant skin, as well as for monotone containers with a simple and unified design, in order to achieve "basic" as a part of their brand concept.

Thanks to strong digital marketing expertise by leveraging social media and KOL, they have been accepted by diverse generations with direct-to-consumer sales via its own e-commerce platform as their main market. Their uniqueness underlying the fact that they have already expanded beyond Japan to more than 10 countries (as of June 2021). Since BULK HOMME's foundation, the founders has kept eyeing to expand its business to overseas markets, and have had success as being the first Japanese men's skincare brand to win the grand prize with THE SHAMPOO (a shampoo product) in the Hair Product segment of the European Cosmoprof Awards 2019, one of the three largest awards in the cosmetics industry.

In this round of fund raising, BULK HOMME also received an investment from USHOPAL, a company widely involved in sales and advertising for Western and Japanese cosmetics brands as well as ESTEE LAUDER and other Western brands in China. BULK HOMME may accelerate their business in China with business partner USHOPAL renowned for supporting market entry, as well as expand their business in the countries where they have already entered and planning to enter in the future.

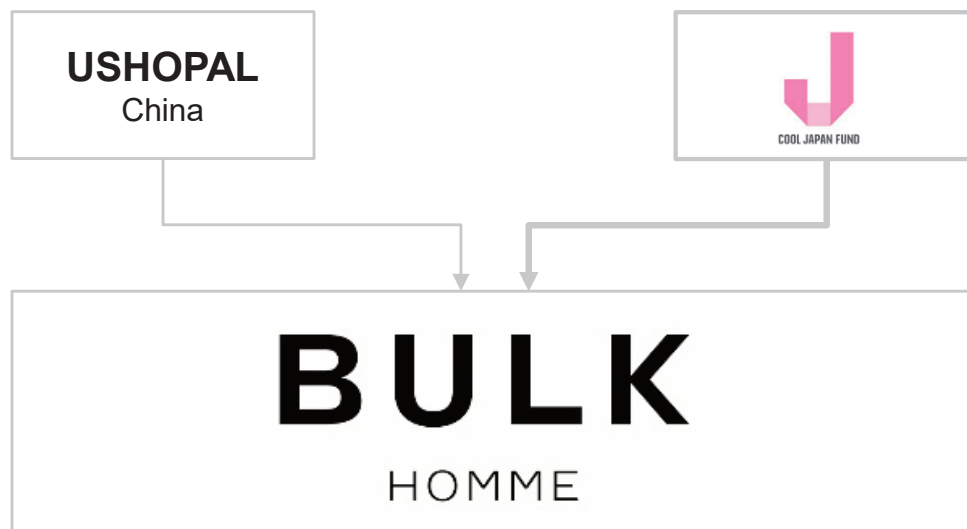
#### **About BULK HOMME Co., Ltd.**

Founded: May 2017 (brand was established in April 2013)  
Head office: Shinagawa-ku, Tokyo  
CEO: Takuya Noguchi  
Details of business: Planning and sales of cosmetics  
Website: <https://company.bulk.co.jp/>

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# Investment in a Japan-made Men's Skincare Product Brand for International Distribution

## Project Scheme



**Enhancing brand awareness of Japanese Men's skincare brand in overseas market**

## Characteristics of BULK HOMME

- 1. Renowned for its high-quality Japan-made products which contains ingredients that increase moisturizing balance and enhance radiant skin, as well as for monotone containers with a simple and unified design**



Package design that not only pursues novelty but also surely realizes safety and reliability, while also emphasizing the quality of bulk (content) itself



Shift from plastic cases to environmentally-friendly paper packaging to strengthen initiatives towards sustainability

- 2. Already expanded to more than 10 countries, and awarded as an international brand**

The first Japanese men's brand to win the grand prize with THE SHAMPOO (a shampoo product) in the Hair Product segment of the European Cosmoprof Awards 2019, one of the three largest awards in the cosmetics industry

