

# C'BON

To create and produce the beauty

## C'BON COMPANY PROFILE

株式会社倩朋化妆品 公司简介

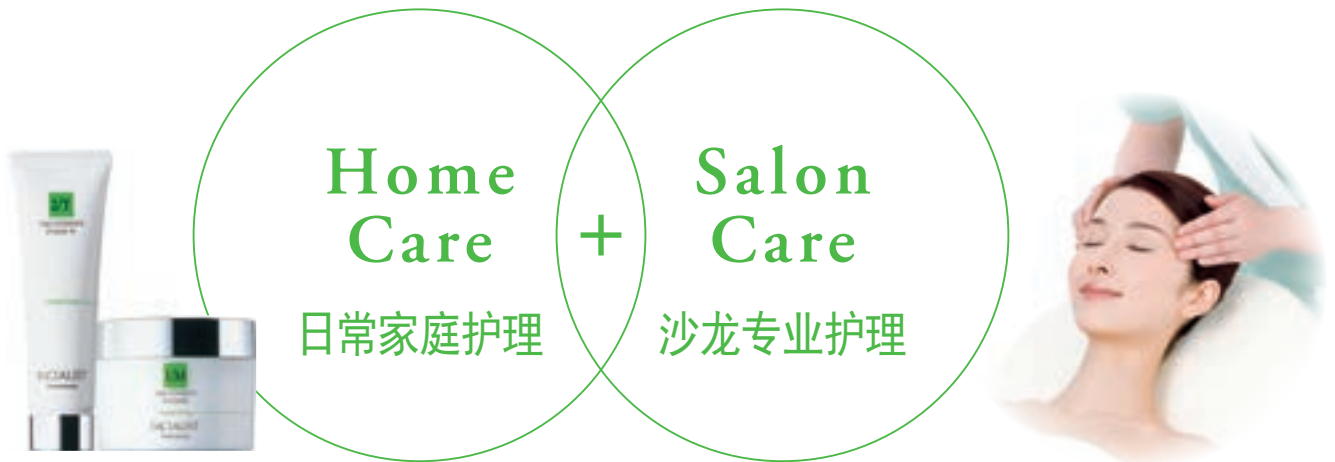


C'BON COSMETICS Co.,Ltd.

株式会社倩朋化妆品

# The C'BON Concept of Home Care + Salon Care

## 日常家庭护理和沙龙专业护理的想法



C'BON was founded in 1966 as a cosmetic company “to create and produce the beauty”. Our mission is to help women have beautiful and radiant skin, and we hold ourselves accountable until the very end. The answer of beautiful skin discovered through this commitment is our unique beauty program: Home Care + Salon Care. Over the years we have formed an intimate bond with customers who desire perfect skin, and we continue to help women look and feel more beautiful than ever.

倩朋化妆品（C' BON）成立于1966年，是专为女性“创造美丽，演出美丽”的化妆品公司。

坚守着对每一位顾客的美丽“负责到底”的信念。

本着此原则，开创了独有的美容服务体系，即“日常家庭护理和沙龙专业护理”。

C' BON会与追求得到理想肌肤的顾客相互依偎在一起，全方位呵护每一位顾客的肌肤。

### Company History

#### 沿革

<i>January 1966</i> 1966年1月	<b>C'BON Cosmetics Company (currently C'BON COSMETICS Co., Ltd.) established in Chuo-ku, Tokyo</b> <b>Door-to-door sales and provision of after-sales services by sales company representative visits by car</b>	在东京都中央区设立“C' BON化妆品株式会社”（现株式会社C' BON） 进行访问销售和派出服务车巡回的售后服务
<i>April 1968</i> 1968年4月	<b>C'BON Co., Ltd. (currently a production center) established in Kawachi-gun, Tochigi</b>	作为生产据点，在栃木县河内郡设立“C' BON株式会社”（现生产中心）
<i>August 1986</i> 1986年8月	<b>New system of cosmetics sales and provision of after-sales service by company-operated C'BON Beauty Studios launched</b>	以直营沙龙店开始进行化妆品的销售和提供售后服务的新体制
<i>April 1997</i> 1997年4月	<b>C'BON Pavilion, staff Training Center, opened in Miyamae-ku, Kawasaki-shi, Kanagawa</b>	在神奈川县川崎市宫前区竣工综合社员研修中心“C' BON Pavilion”
<i>September 2009</i> 2009年9月	<b>C'BON shares listed on the JASDAQ Securities Exchange (currently the Tokyo Stock Exchange JASDAQ (Standard))</b>	上市JASDAQ证券交易所（现东京证券交易所JASDAQ）
<i>March 2013</i> 2013年3月	<b>C'BON shares listed on the First Section of the Tokyo Stock Exchange</b>	上市东京证券交易所第一部
<i>April 2014</i> 2014年4月	<b>Research and Development Center, an R&amp;D and distribution base, completed construction</b>	竣工“研究开发中心”，作为研究开发和物流据点



# Relentless advance for the beauty and satisfaction for our customers.

为了所有顾客变得美丽和得到满足感，我们会不断地继续成长。



Beauty is the never-ending desire and pursuit of women. By making themselves beautiful, women empower themselves to bring happiness not only for themselves, but for friends, family, and everyone around them. However, it is not easy to continue careful skincare every day, and skin problems tend to increase with age. This is the exact reason why C'BON does not merely sell cosmetics, but accords importance to building confidential relationship between C'BON and Customers. C'BON facialists, our highly skilled beauty professionals, provide extensive support tailored to the skincare needs of each individual customer. C'BON will seek further business growth and development through these customer service activities as an enterprise that supports women to lead positive and purposeful lives.

Yasuyo Kaneko

President, Representative Director and Executive Officer

女性对美的愿望和追求是永恒不变的。以及，随着自己自身美丽的蜕变，也会让周围的人感受到幸福的能源。但是，每日早晚的肌肤护理不仅会花时间，且随着年龄的增长，肌肤烦恼也会接踵而来。正因如此，我们C'BON不仅仅是销售化妆品，而是让我们的专业美容师“FACIALIST（妃雪丽丝）”帮助顾客全面呵护肌肤，对每一位顾客的肌肤负责到底。

通过各种事业活动，作为支援更多女性向前看生活的企业，今后也继续发展。

代表取缔役兼执行役員社长 金子靖代

# R&D and Production Systems

## 研究开发·生产体制

C'BON researches, develops, and produces all skincare products in-house and has in place systems that guarantee safety and peace of mind. C' BON所有的护肤产品研究开发·生产都是由自己公司进行的，保证绝对的安心·安全的管理体制。

## Research and Development Policy

### 研究开发方针

C'BON places importance on water, ingredients and formulas in order to maximize the innate power of the skin to bring out the beauty. With renewing and upgrading our products, we have been able to produce many long seller items through this process of innovation.

C' BON为了唤醒肌肤本身就有的改善美丽力的潜在力为目标，对水和成分以及处方等，讲究而做出化妆品。另外，不断改善产品，同时使产品逐渐升级的想法进行研究开发，至今为止产生了很多长期畅销产品。

## Emphasis on the Finest Raw Materials

### 对原材料的执着

We use selected ingredients that are derived from nature. These ingredients have records of being used in safety ways. We ensure procurement of high-quality materials through rigorous acceptance inspection based on our own quality standards. Water is one of the most essential ingredients of cosmetics, and we use distilled water prepared by purifying raw water in several stages. We keep the water at a high temperature of 80°C until immediately before blending to prevent it from recontaminating by microorganisms or other foreign substances.

在C' BON，都是配合了实际使用后有高效作用的自然的提取成分。经过严格的检查，可以做成高品质的产品原料。还有，化妆品的基础原料是水，对原水进行了很多技术处理得到的精制蒸馏水。在调配前保持80度的高温，可以防止微生物的污染。



## Emphasis on Quality

### 对品质的执着

At C'BON, we establish and adhere to our own standards of quality assessment using specifications that comply with Cosmetic Good Manufacturing Practice (GMP) standards. To deliver fresh products to customers, we avoid excess inventory and shortages at the factory by flexibly manufacturing only the quantities needed using a small-lot production system.

In addition, we have obtained certifications for the ISO 9001 international standard for quality management systems and for the ISO 14001 international standard for environmental management systems. And we are aiming to enhance our environmentally friendly quality control system.

根据化妆品GMP的标准而设定了必须要遵守的质量准则，在生产中始终按照质量品质标准来生产产品。另外，为了提供给顾客新鲜的产品，根据少量单位生产制度来生产需要的数量，防止库存过剩或者缺货。

此外，C' BON取得了质量管理体系“ISO9001”和环境管理系统“ISO14001”，强化了重视环境的质量管理体制。



#### After-Delivery Quality Control

Product samples are retained for three years, and quality checks are performed periodically.

出货后的品质管理把成品放置在品质管理室进行3年的保管，定期对品质进行检查。

#### Visual Appearance Inspection

We perform a final vigilant inspection in which each individual product is examined by sight and touch.

对外观的检查

最后，对每个产品通过“人的眼睛和手”来进行严格的检查。





# Sales and Service System

## 销售服务体制

To demonstrate our sense of responsibility for our customers' skin until the very end, C'BON offers comprehensive services to support skin beautification even after purchase.

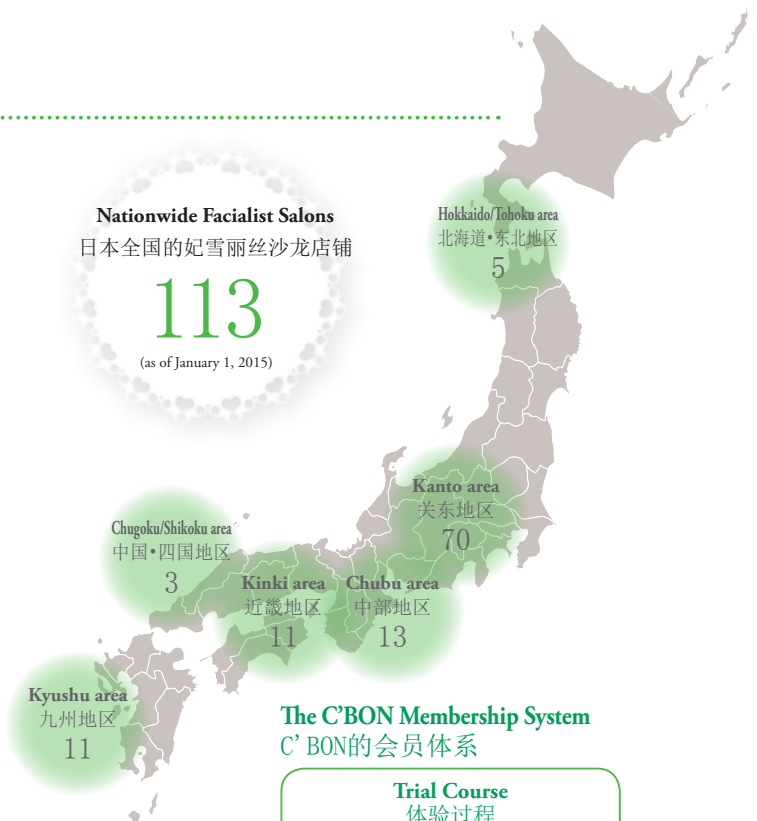
为了承诺“对顾客的肌肤负责到底”的理念，通过购买化妆品之后的完善售后服务，帮助顾客实现美丽肌肤。

### Facialist Salons

#### 妃雪丽丝沙龙

C'BON operates membership Facialist Salons which provide after-sales services to members who have purchased cosmetics. Customers can use points, awarded according to purchase amount, to obtain after-sales services. Our salon services include advice concerning morning and evening skincare as well as periodic skin condition checks, facial treatments, and other support for beautiful skin. Through the provision of customer services that deliver true customer satisfaction, the C'BON salon system contributes to stable revenues by continuously creating repeat purchase opportunities.

在会员制的“妃雪丽丝沙龙”，对顾客销售C'BON化妆品和提供售后服务。顾客使用购买金额而有的点数积分，接受售后服务。不只能得到每天的护肤建议，同时也能接受由妃雪丽丝美容师的定期确认肌肤状态和面部护理。提供让顾客满意的售后服务，以及再次购买C'BON产品的机会，实现了稳定的收入体制。



### Details of After-Sales Services

#### 售后服务的内容



A skin check with easy-to-understand description of current skin condition  
确认肌肤的状态



Personalized skincare advice from a professional  
介绍适合顾客的肌肤护理方式



Facial treatments that enhance the skin's beauty potential  
提高肌肤美肌力的妃雪丽丝护理



# Aiming to be a company where women grow and thrive 想成为可以让女性闪闪发光为己任的公司

Skin beautification begins with developing professionals.

We focus on human resource development to foster skilled professionals who ensure business continuity and drive development.

实现顾客美肌的关键——培育人才

C' BON大力投入培育能继续发展事业原动力的人才。

## Women at C'BON

### 活跃的女性

Women account for more than 90% of regular employees at C'BON, and are promoted to a wide range of key positions, from senior managers and corporate officers, and a feminine sensibility imbues and informs every aspect of the business.

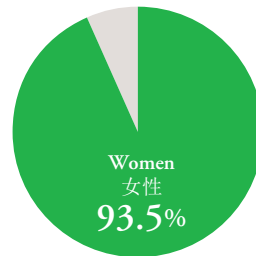
C'BON encourages women to pursue long-term careers, and employee working hours are an important consideration. We aim to realize diverse work styles by such means as flexible work arrangements adapted to employees' life stages.

C' BON正式职员的90%以上是女性，从管理人员到董事职位采用女性，可以让女性特有的感性发挥和运用到事业活动上。

另外，女性为了长久的工作下去，“工作时间”是关键词。响应生活的需求的灵活的工作形态，以实现引进多样的工作方式为目标。

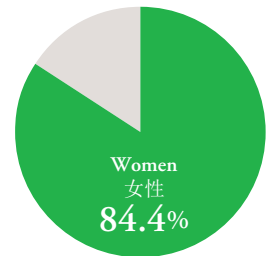
Composition of male to female permanent employees

正式职员的男女比率



Composition of males to females in managerial positions

管理职位的男女比率



As of March 31, 2014  
2014年3月31号现在

## Training System

### 研修制度

Training at C'BON emphasizes the fostering of talented facialists. We place importance on knowledge of products, beauty, and dermatology, enhancement of facial massage techniques, and education that cultivates a spirit of hospitality.

C' BON加强培育有魅力的妃雪丽丝美容师，不仅提高对产品、美容、肌肤科学等知识，使得美颜按摩技术不断的提高。并且培育对顾客服务周到的心灵。



### Employee Viewpoint

职员之声

Even expectant mothers can enjoy working.

即使是孕妇也可以愉快的工作。



Maternity uniform is composed of a T-shirt and a pinafore dress, which makes it easy to work even with a large tummy.

特地为孕妇制作大肚子也容易工作的T恤和背心裙的专用制服。



# C'BON Products

## 产品介绍

### C'BON's Most Popular Cleansing and Massage Product "FACIALIST Treatment Masser"

A long-seller item since it was launched in 1994.

人气第一的卸妆和按摩的“妃雪丽丝  
高效按摩霜”，至从1994年开始上市以  
来，一直都是受到广大客户的爱用。

- **Point1** A luxurious cleansing cream containing squalane<sup>※2</sup>  
是配合了角鲨烷<sup>※2</sup>的高档卸妆霜
- **Point2** A quick-breaking formula that melts into an oil-like consistency  
when applied to the skin  
可以在肌肤上快速融化
- **Point3** Cleansing and massaging effect removing impurities in the pores of the skin  
清除毛孔里污垢的卸妆和按摩的两大功效



**Brand Share in  
Cleansing Cream  
Department**

在卸妆·清洁类  
品牌中的占有率  
为

**No.1<sup>※1</sup>**

<sup>※1</sup>According to 2013 survey  
by Fuji Keizai

<sup>※2</sup>2013年度富士经济调查

<sup>※3</sup>A moisturizing ingredient  
\*保湿成分

### FACIALIST Series

#### 妃雪丽丝系列



This basic skincare line promotes ideal skin health by focusing on homeostasis, the skin's natural ability to heal and beautify itself.

注目肌肤本身拥有的恢复能力“homeostasis”，引导理想肌肤的基础护肤系列。

### FACIALIST WHITE Series

#### 妃雪丽丝美白系列



This whitening skincare line promotes ideal skin with a translucent glow through a multifaceted approach to remove current spots and prevent future ones based on the new All-encompassing Whitening<sup>※</sup> concept.

<sup>※</sup>Suppression of melanin generation and prevention of spots and freckles caused by sunburn

从“整体美白<sup>\*</sup>”的新想法和多角度恢复肌肤透明白润的理想肌肤的美白系列。

<sup>\*</sup>抑制黑色素的生成。防止日晒和雀斑、斑点的出现。

### C'BON MD Series

#### C' BON MD美容液系列



The name of this series derived from "Medical Doctor". These medicated beauty essence formulated to treat various skin problems.

名字是根据“医学博士”而来。可以对应各种肌肤烦恼和问题肌肤的药用美容液系列。

### C'BON ABILITY Series

#### C' BON ABILITY系列



This skincare line embraces and enlightens potential of your skin with comfort, based on the healing power of plants to restore skin that has begun to showing signs of aging.

对随着年龄的增加而出现的肌肤烦恼，采用植物由来成分，唤醒肌肤本来拥有美丽的护肤系列。

## CORPORATE INFORMATION

### Company Profile (as of January 1, 2015)

Name: C'BON COSMETICS Co., Ltd.  
Date of establishment: January 24, 1966  
Headquarters: 7-18-12 Roppongi, Minato-ku, Tokyo 106-8556, Japan  
Main office: 1-20-8 Sugao, Miyamae-ku, Kawasaki-shi, Kanagawa 216-8556, Japan  
Capital: ¥472.43 million  
Fiscal year-end: March 31  
Number of employees: 1,191  
excluding part-time employees (as of September 30, 2014)

Officers:	Chairman and Representative Director	Masahiro Inuzuka
	President, Representative Director and Executive Officer	Yasuyo Kaneko
	Managing Director and Executive Officer	Takanori Susa
	Director and Executive Officer	Reiko Akemine
	Director and Executive Officer	Naoko Mikami
	Director (outside)	Ken Takahashi
	Director (outside)	Masumi Shiraishi
	Full-Time Corporate Auditor (outside)	Hiromi Nakazawa
	Corporate Auditor (outside)	Nao Tsuchiya
	Corporate Auditor (outside)	Motomi Oi

## 企业情报

### 公司概况(2015年1月1日现在)

公司名称 株式会社倩朋化妆品  
成立 1966年1月24日  
总公司 邮编106-8556  
日本东京都港区六本木7-18-12(注册地址)  
本部 邮编216-8556 日本神奈川县宫前区菅生1-20-8  
资本金 4亿7,243万日元  
决算日 3月31日  
从业人数 1,191名 ※不含临时工(2014年9月30日现在)

役員	代表取締役会长	犬塚 雅大
	代表取締役兼 执行役員社长	金子 靖代
	常务取締役兼执行役員	諏佐 贵纪
	取締役兼执行役員	朱峰 玲子
	取締役兼执行役員	三上 直子
	取締役(社外)	高桥 健
	取締役(社外)	白石 真澄
	常勤监查役(社外)	中沢 博美
	监查役(社外)	土屋 奈生
	监查役(社外)	大井 素美

## C'BON Websites

Brand Website  
品牌网站

<http://www.cbon.co.jp/net/>



Corporate Website  
企业情报网站

<http://www.cbon.co.jp/company/>



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## 株式会社倩朋化妆品

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