



August, 30 2019
Aeon Co., Ltd.
WELCIA HOLDINGS CO., LTD.

To be Japan's first exclusive distributor of popular French cosmetics brand "Yves Rocher," AEON, WELCIA have established their first jointly owned company

On Tuesday, August 27, Aeon Co., Ltd. (Head Office: Chiba Prefecture; Director, President and Representative Executive Officer: Motoya Okada; hereinafter "Aeon") and WELCIA HOLDINGS CO., LTD. (Head Office Tokyo; President Tadahisa Matsumoto) established AEON Révecosme Co.,Ltd. a jointly owned company that will be the exclusive distributor of French botanical beauty care brand Yves Rocher.

As health-conscious and environmentally friendly products attract increasing attention, the natural and organic cosmetics market in Japan is expected to grow further. Founded in France in 1959, YVES ROCHER has a history of 60 years and is a well-known brand across the world, with more than 6,700 stores in approximately 90 countries. Because of its commitment to the use of naturally derived ingredients, its high quality, and its reasonable prices suitable for everyday use, Yves Rocher is a brand whose introduction to the Japanese market has been long awaited.

In recent years, many customers have tended to purchase cosmetics for daily use at more familiar and convenient locations, such as drugstores and the health and beauty care sections at general merchandise stores. Starting with the launch of Yves Rocher products in mid-November this year at approximately 100 Welcia stores and Aeon general merchandise stores in the Tokyo metropolitan area, Aeon will take advantage of its store networks, which boast the top share in domestic cosmetics sales(*), and aim to sell the products at approximately 2,000 stores across Japan by FY2025.

To meet the needs of customers who wish to use a variety of cosmetics in accordance with the various occasions in their lives, Aeon will handle a wide range of cosmetics, including luxurious products, natural and organic products, and reasonably priced products.

(*) Based on the figures in each company's financial results for FY2018

<Yves Rocher>

Launched in La Gacilly, a village in Brittany in northwestern France, the brand maintains the commitment of its eponymous founder to high-quality products using naturally derived ingredients.

Yves Rocher is a French botanical beauty care brand suitable for casual use. It offers hair care, body care, skin care, and fragrance products made using unique and traditional techniques.



<Overview of the new company>

Company name: AËON Révecosme Co., Ltd.

Date of establishment: August 27, 2019

Head Office: 1-5-1 Nakase, Mihama-ku, Chiba-shi

Representative Executive Officer: Hiroko Nakashima (Serves concurrently as Head of Cosmetics Business, Aeon Co., Ltd.)

Business areas: Import and sales of cosmetics, retail sales, etc.

Ownership: 70% by Aeon Co., Ltd. and 30% by Welcia Holdings Co., Ltd.

Product launch: Scheduled for mid-November

Distributors: Stores of Welcia Yakkyoku Co., Ltd., Aeon Retail Co., Ltd., The Daiei, Inc., etc.

<Major products>

Rinsing Vinegar

Moisturizes and gives shine to hair, making it silky and easy to run fingers through. A rinse-off hair care finishing treatment, it represents a modern adaptation of traditional French hair care that uses vinegar.

Size: 150 ml

Sales price: 1,000 yen each (excluding tax)



Hair and Body Mist

Mist with fresh fragrances, using 100% plant-derived alcohol. Gentle on the skin and can be used on the hair.

Enjoy French combinations of fragrances, such as peach and star anise.

Size: 100 ml

Sales price: 1,200 yen each (excluding tax)



Concentrated Shower Gel

Concentrates moisture to one fourth that of conventional products. Fluffy foam is created with just one pump. Naturally derived cleansing and moisturizing components provide moist feeling after washing. Slim bottles are convenient to carry around and environmentally friendly.

Size: 100 ml

Sales price: 800 yen each (excluding tax)



Micellar Water

Provides 3-in-1 care, including light cleansing, face washing, and moisturization. Makes it easy to adopt French style of face washing, where you do not rinse off with water but wipe off with moisture.

Size: 200 ml

Sales price: 1,600 yen each (excluding tax)

