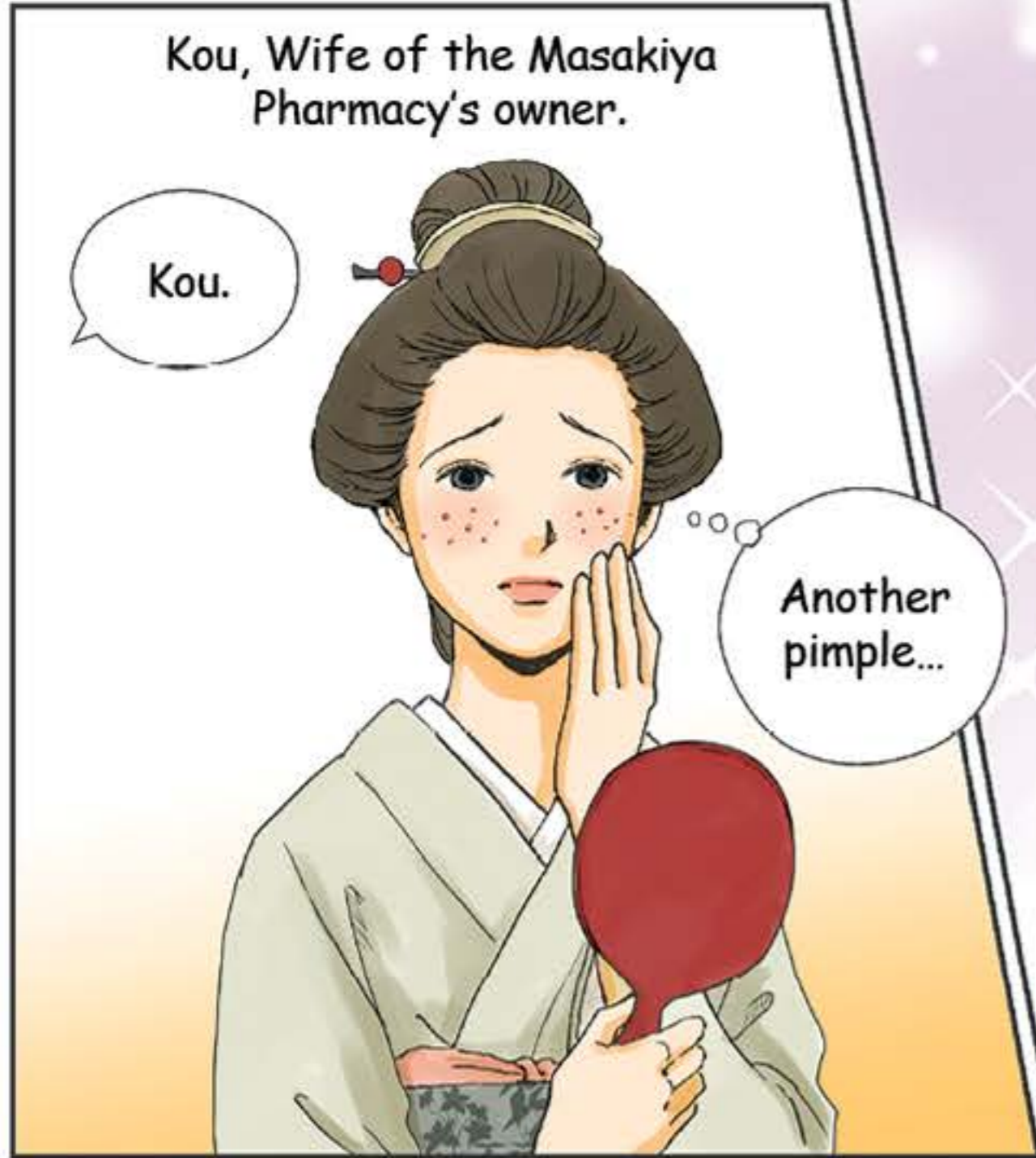


MOMOTANI JUNTENKAN  
STORY  
-About BIGANSUI-



MOMOTANI  
JUNTENKAN



Kou, Wife of the Masakiya Pharmacy's owner.

Kou.

Another pimple...

The story of two people...

...who harbored an earnest wish...



I'm leaving tomorrow.

Dear...

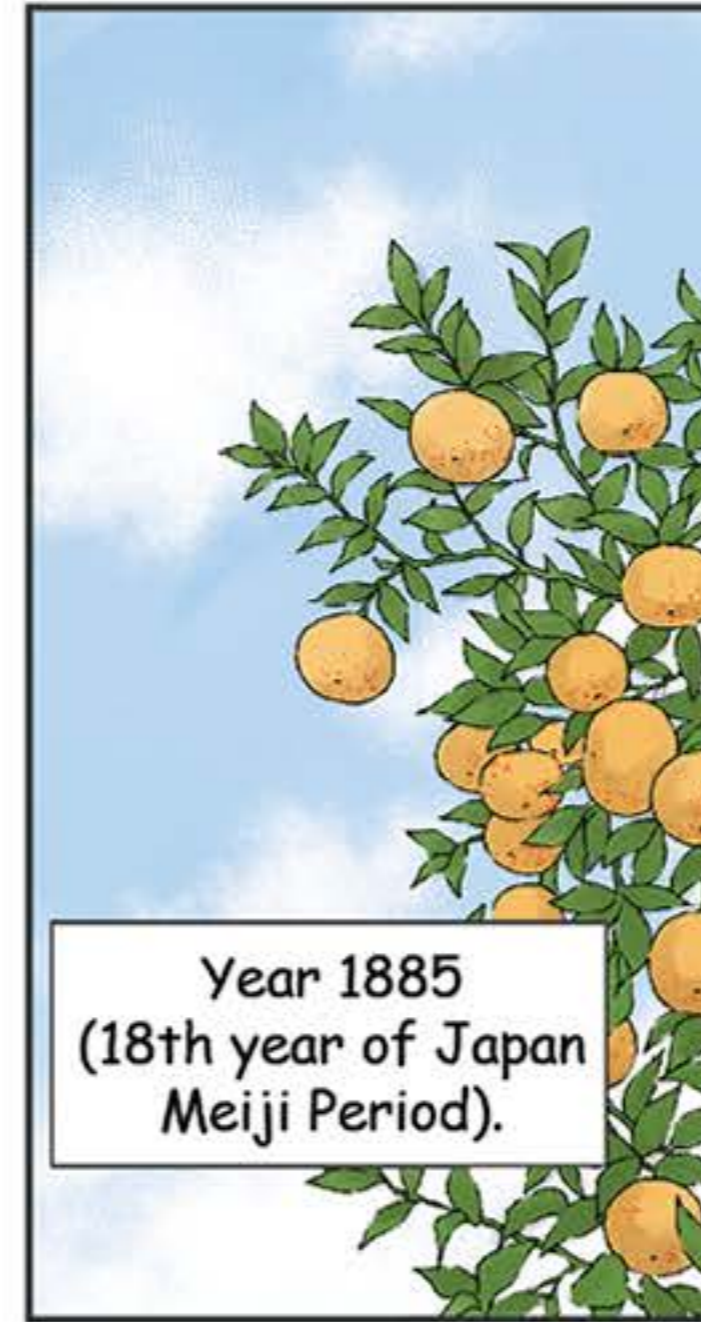
...to help people out.



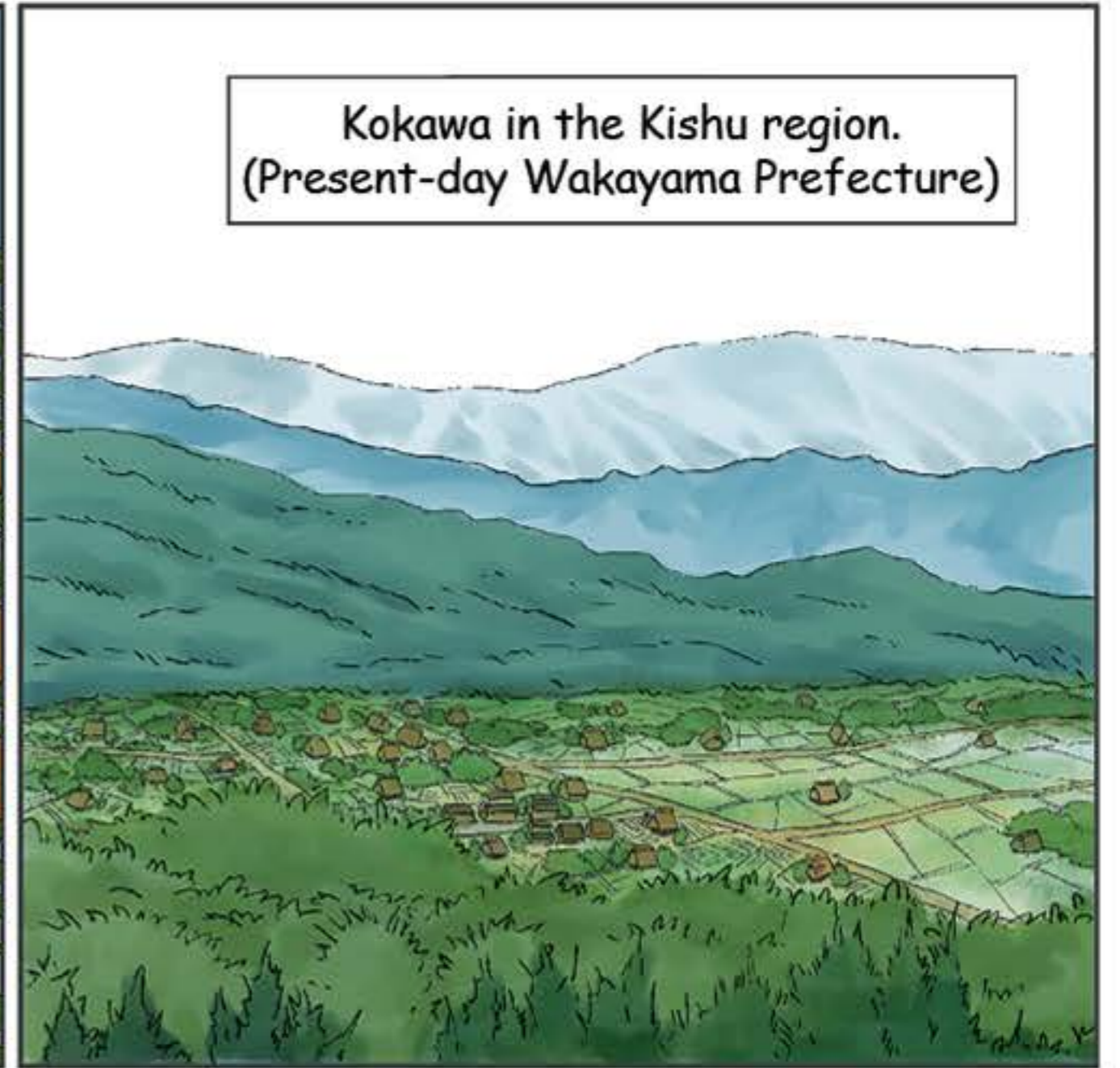
Dear...

All what left to do is to pursue my father.

The Masakiya Pharmacy is standing at the crossroads.



Year 1885  
(18th year of Japan Meiji Period).



Kokawa in the Kishu region.  
(Present-day Wakayama Prefecture)



The story of how Momotani Junkenkan was established..

Momotani Juntenkan Pharmacy

局藥館天順谷桃

各一話電 町河粉

This is the story of founder: Mr. Masajiro Momotani and his wife, Kou...

He and his beloved wife, Kou...



Masajiro Momotani was hounded by debt collectors, inherited the family leadership from his father, Masujiro, 3 years ago, and found himself in a daily race simply to pay the bills.

The rent of farmland fell to only a quarter from the previous prices

The government put sudden and heavy restrictions on currency.



The visible fatigue also appeared on Kou's face.

At the time, Masajirou was only 23-year-old...



Full of youth and passion!

I'll come up with a new medicine and get the Masakiya Pharmacy back on its feet!

GRIMP

Don't worry so much, Kou.



From now on, medicine will be made based on the principles of western medical science.



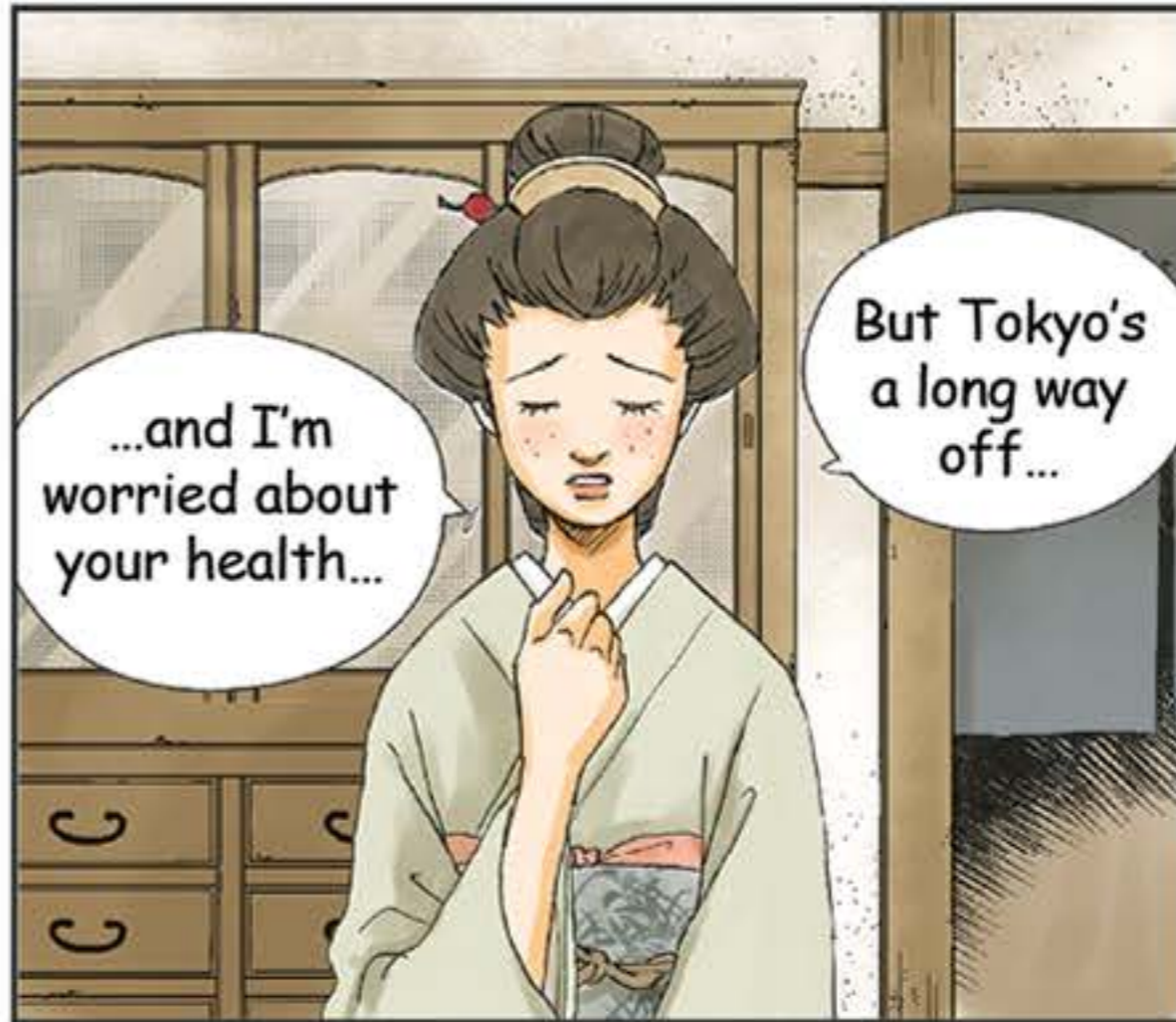
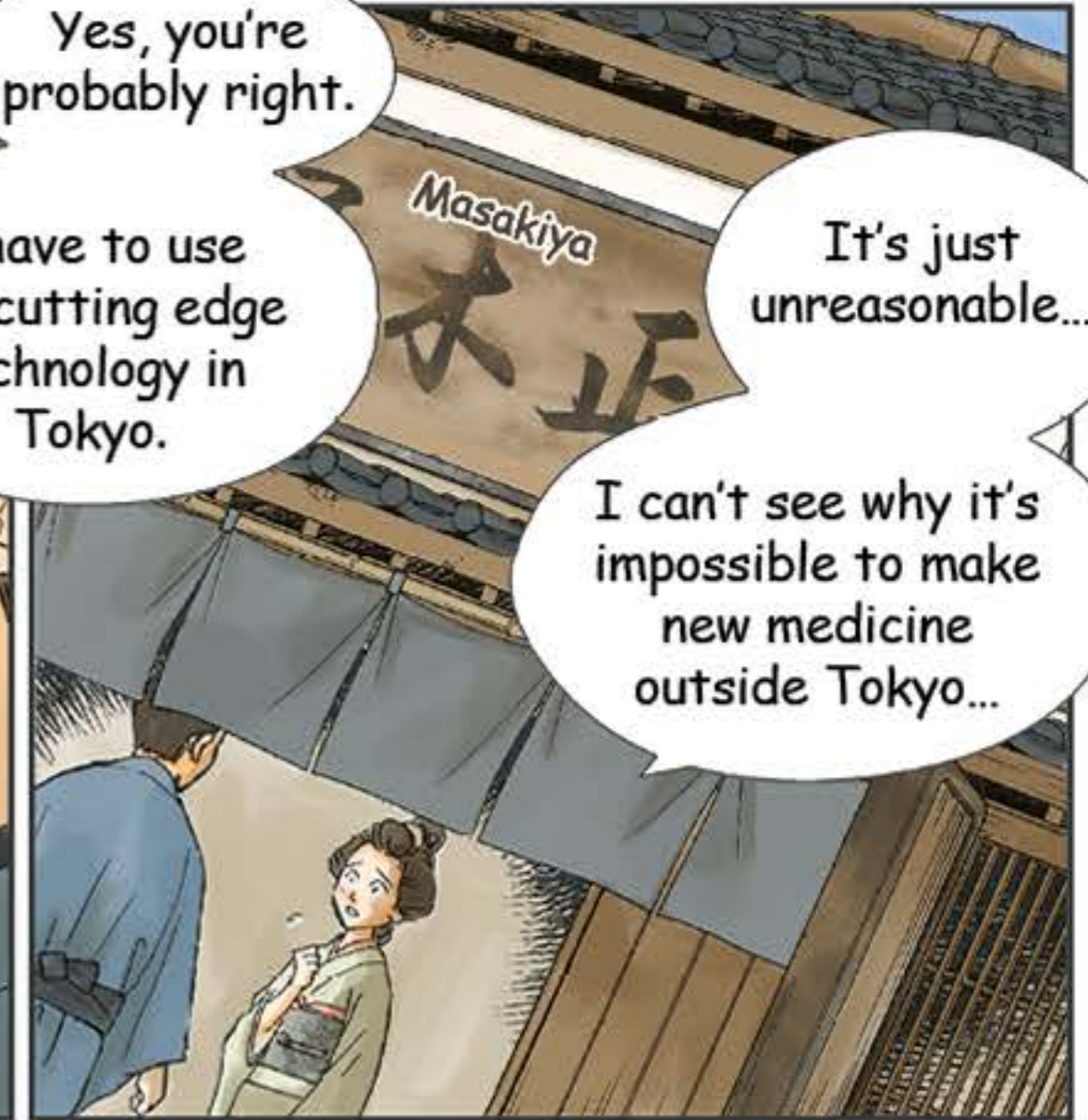
Yes, you're probably right.

I have to use the cutting edge technology in Tokyo.



It's just unreasonable...

I can't see why it's impossible to make new medicine outside Tokyo...



...and I'm worried about your health...

But Tokyo's a long way off...

TWIRL

Are you against this, Kou?



No...

For generations, the Tokugawa family of the Kishu region had been the lords of the district, so even Momotani family, which oversees the village and runs the pharmacy, could not escape the chaos when the Tokugawa's was ousted.

The master couldn't sleep well these days...

In the fourth year of Meiji (1871), when feudal territories were nationalized into prefectures, Mochitsugu Tokugawa, the 14th-generation lord of the Kishu region, left Kishu to live in Tokyo.



Gazing at Masajiro's earnest features, Kou could only think...

A short while before his journey, he went to pay his respects at the grave of his late mother.

Right now, all we can do is to pray that you will come home safely.



Kou-san, are you there?

...Kou was determined to work to overcome any doubts she may face with.



"I want to do what I can to help my husband achieve his goal!"

"But is there anything I can do?"

As the wife of the owner of Masakiya Pharmacy and the successor to a storied family line...

I have to do my best to look after the shop until Masajiro comes back with new medicines.

Oh, my!

My daughter-in-law isn't feeling well and...



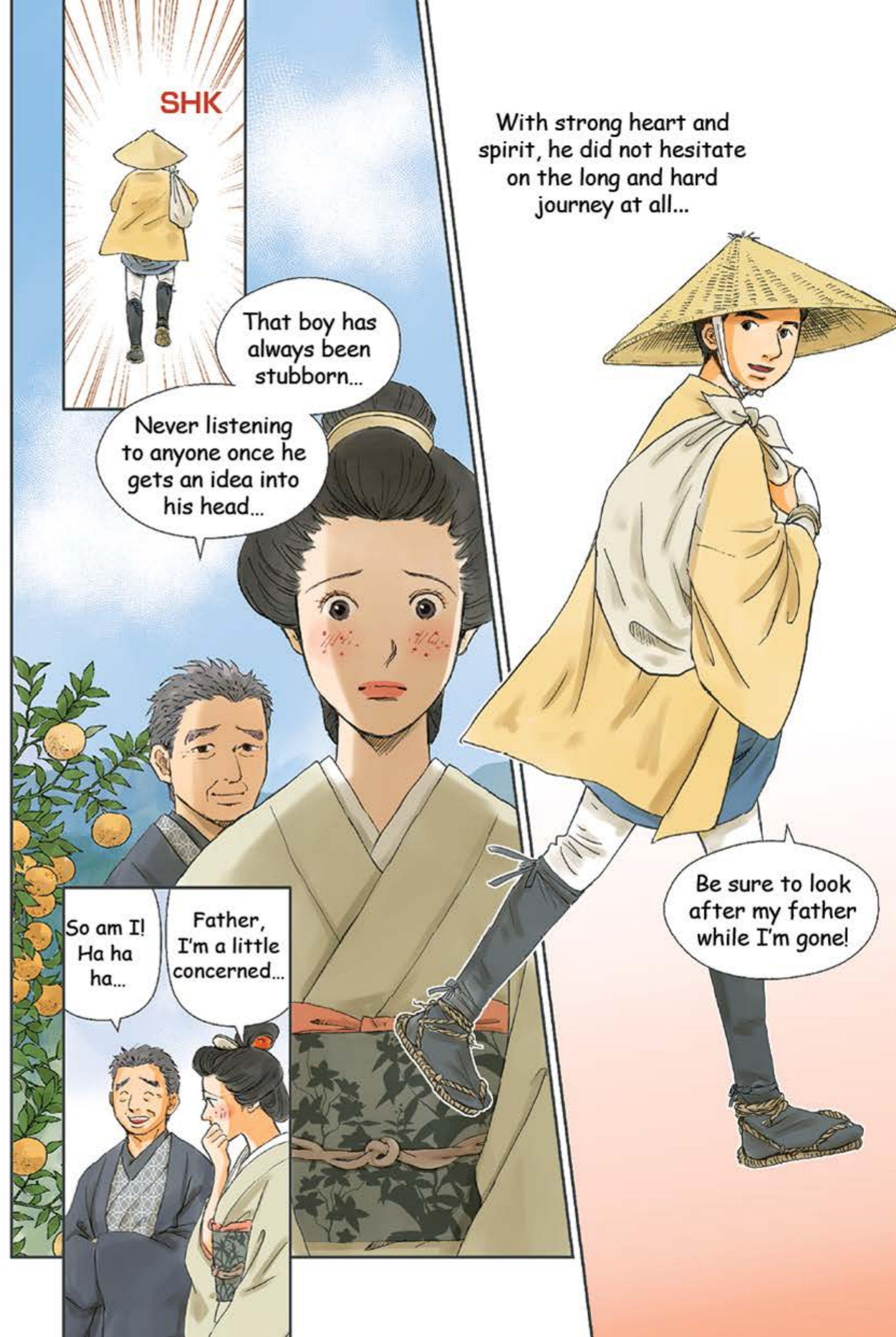
SHK



That boy has always been stubborn...

Never listening to anyone once he gets an idea into his head...

With strong heart and spirit, he did not hesitate on the long and hard journey at all...



So am I! Ha ha ha...

Father, I'm a little concerned...

Be sure to look after my father while I'm gone!





...and was taught 'the meaning of Junten'.



That's right! And that hurts, isn't it?

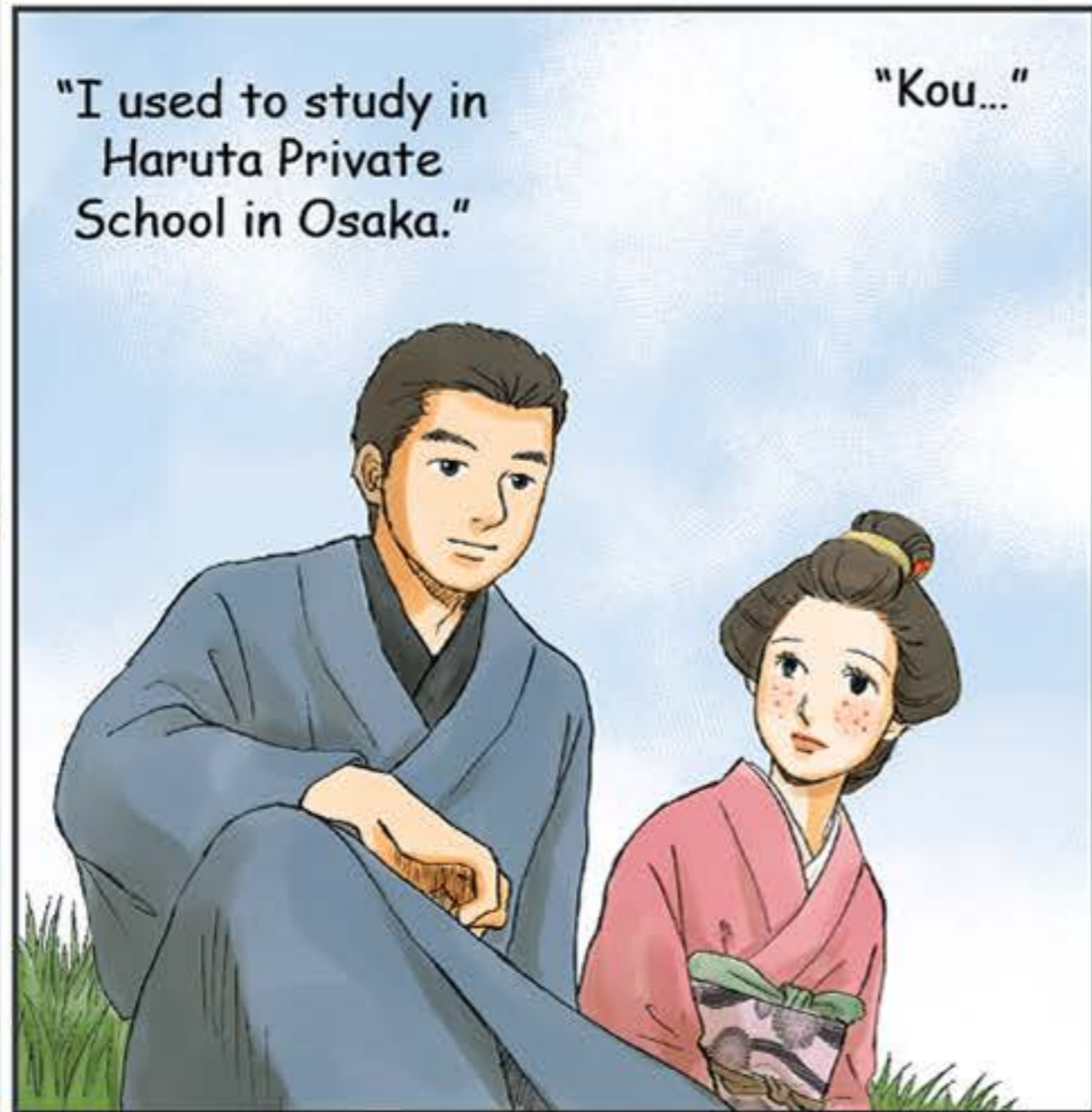
Yeah, A little...

I hope that Masajiro-san will come home soon, hm...?



They're pimples.

Once having them, it's very difficult to cure completely.



"I used to study in Haruta Private School in Osaka."

"Kou..."



Yes...

Are you feeling chills of your hands and feet?

Kou's personality was perfectly suitable for listening to customers concerns and advising them.



She is the one who...

...put everyone else ahead of herself

Your face...!

Oh! You mean these...?



Kou-san, maybe you should get some rest too.

Maybe...



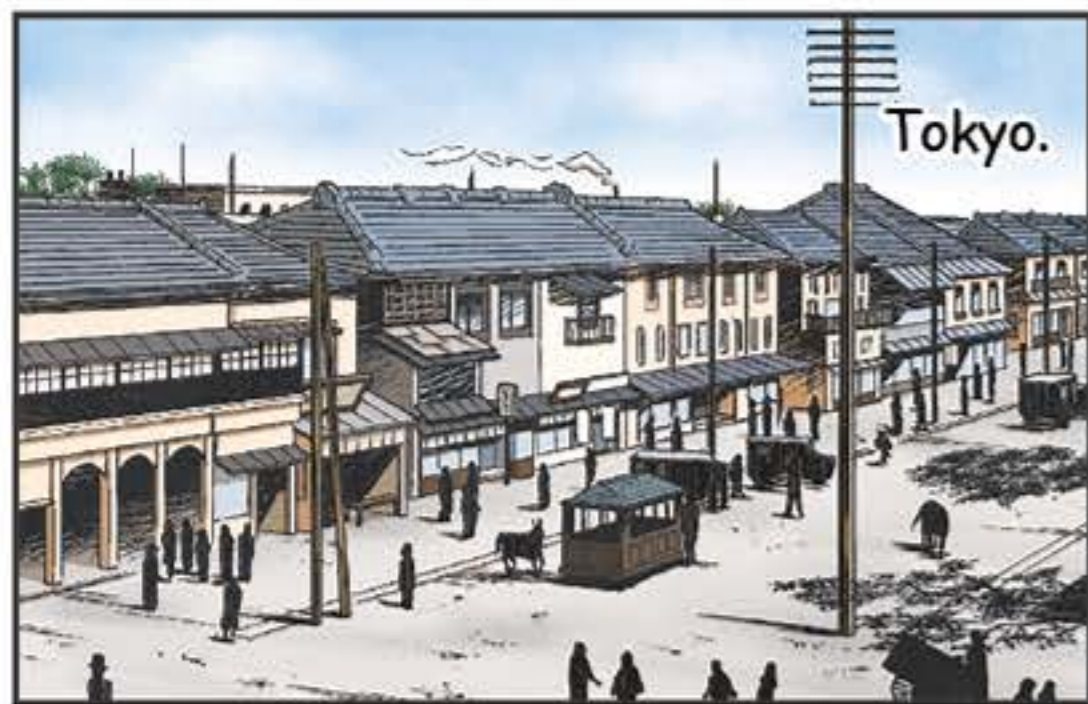
It must be so hard for you, poor thing! Here, try this.

Let me see...

Oh, dear! They really are cold!

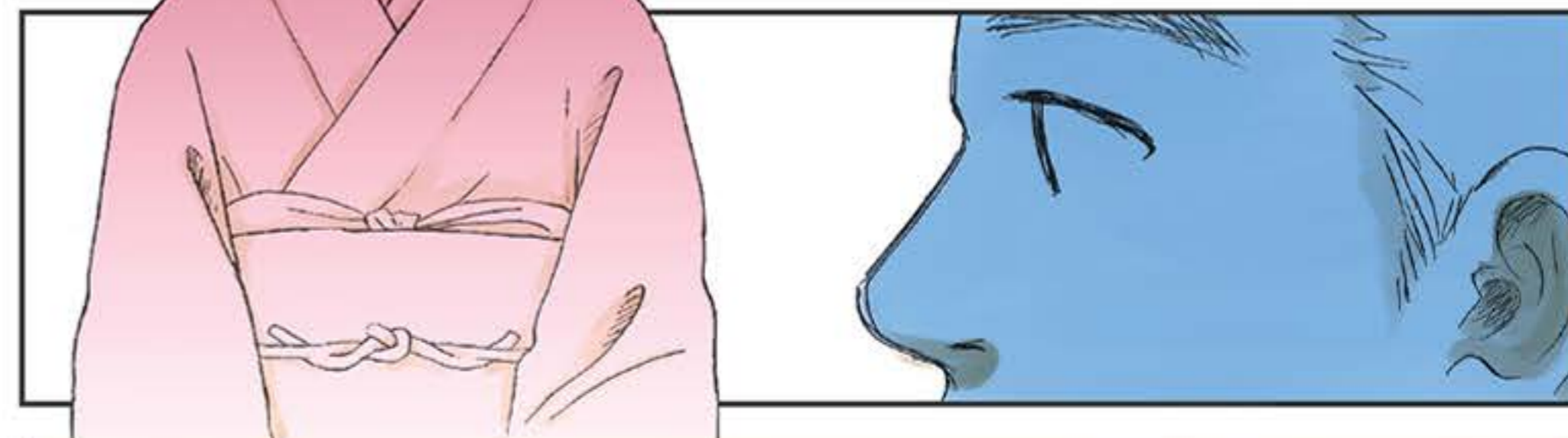
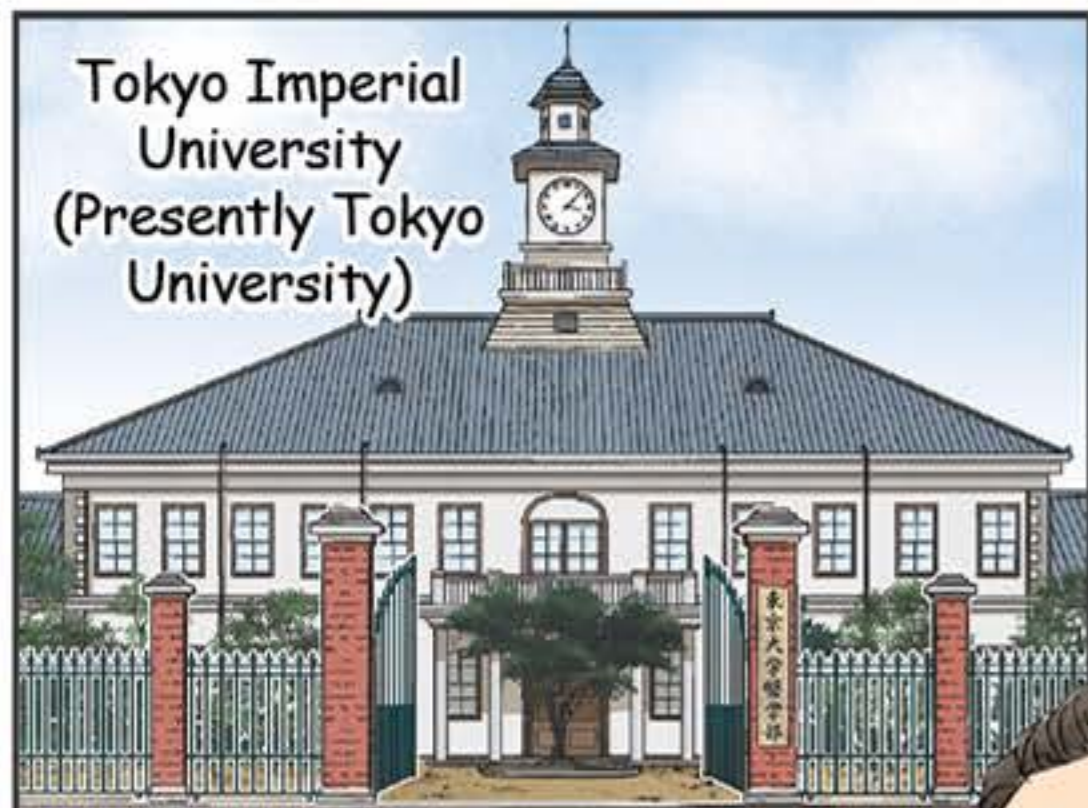


Thank you! I'll try!



At that time,  
to go to Tokyo from Kokawa,  
Need to walk to  
Kobe first,  
Then take the vessel

He caught a  
sailing ship and  
spent a long, half-  
month aboard it.





...and came here to hope that you could guide me regarding the creation of medicines.

I've heard of your excellent reputation...

SHP

Masajiro had already forgotten how tired he was through the long journey, and he began to talk with passion.



Is there something specific you needed to ask me that brings you all the way here?



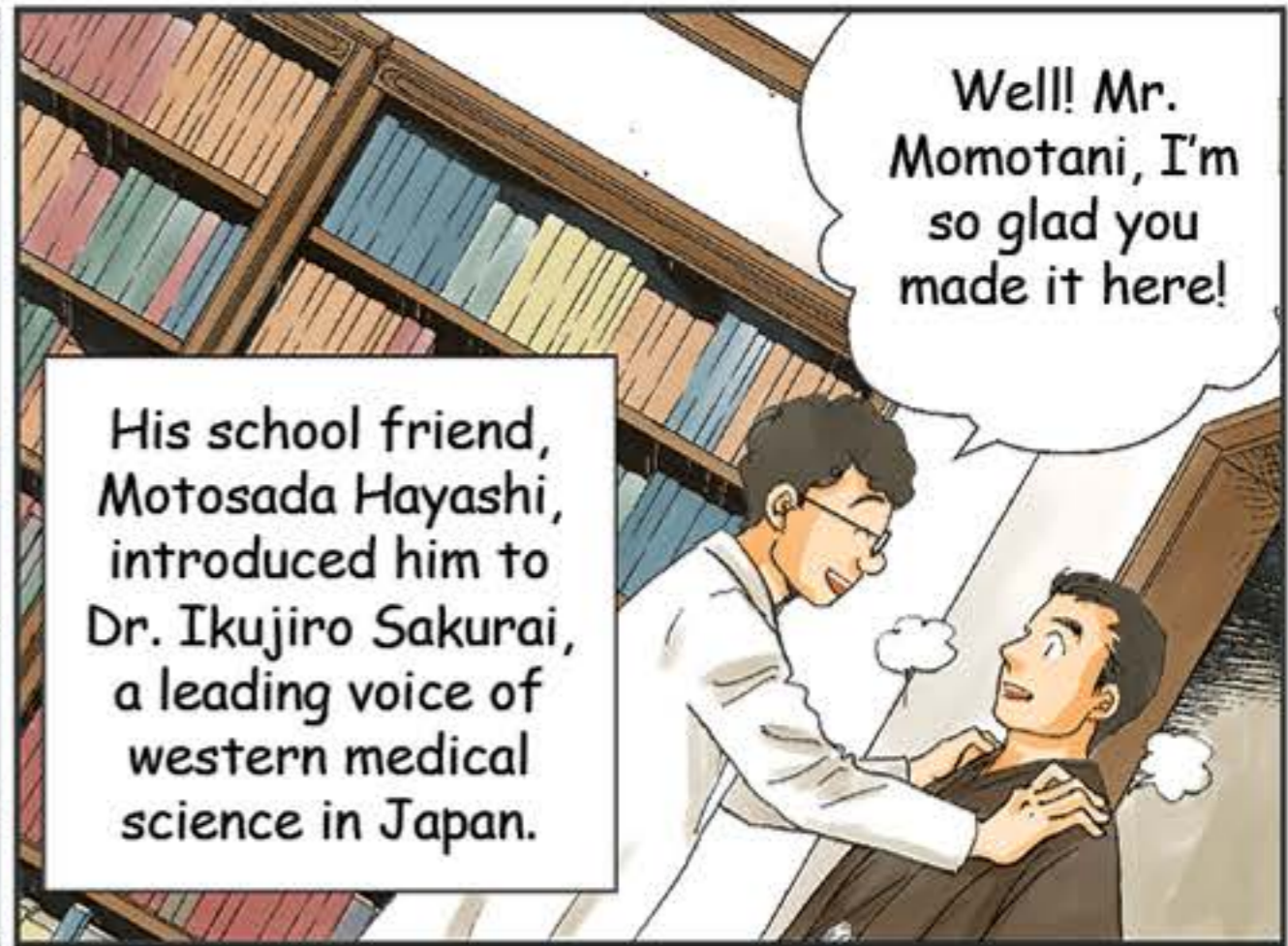
Any help you can offer...

Why come all the way from Kishu region?



He's a strict teacher and really hard to get along with.

WHISPER



Well! Mr. Momotani, I'm so glad you made it here!

His school friend, Motosada Hayashi, introduced him to Dr. Ikujiro Sakurai, a leading voice of western medical science in Japan.



Good luck!



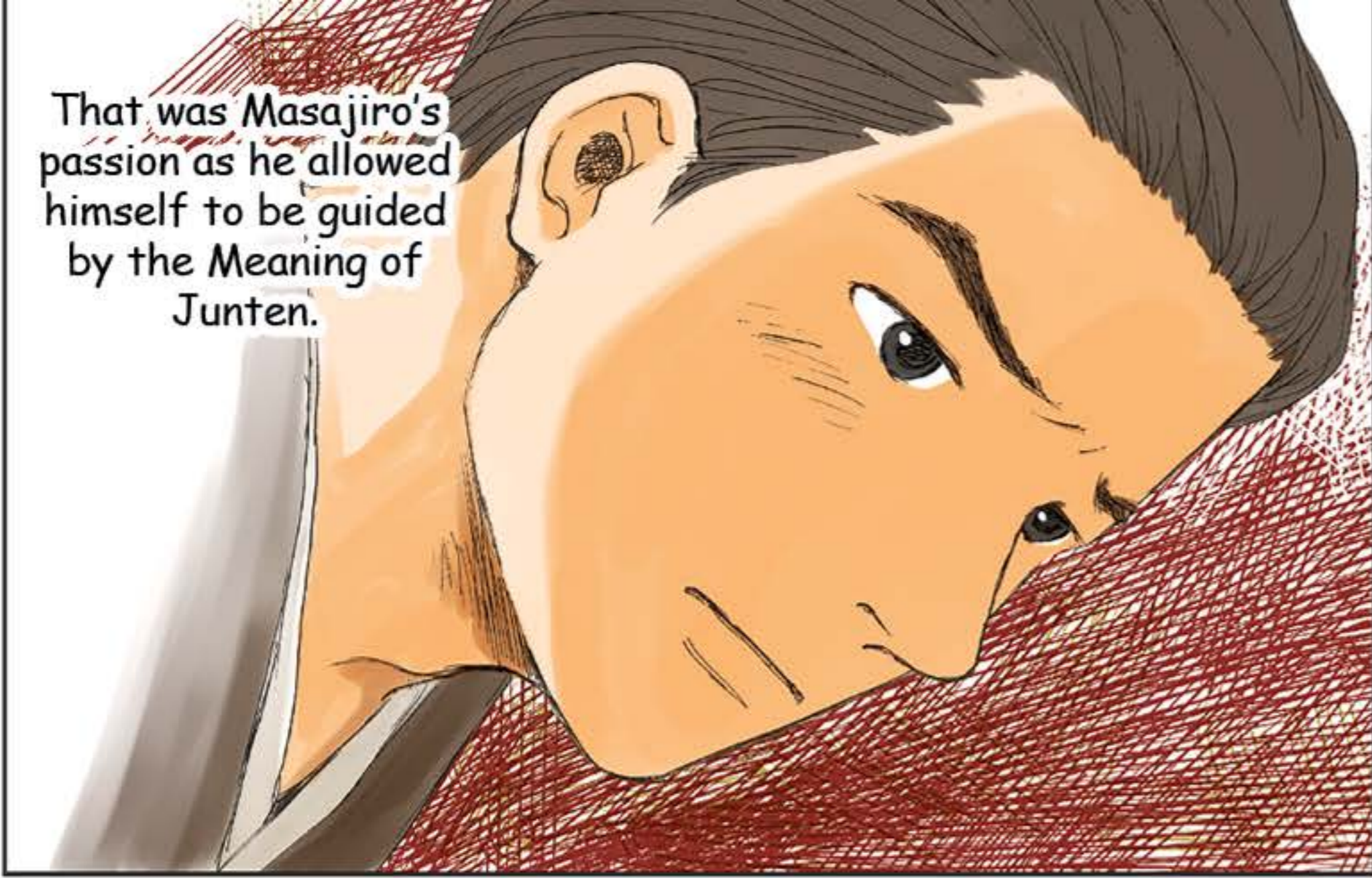
Dr. Sakurai...



Excuse me...

My name is Masajiro Momotani, I'm from Kokawa.

That was Masajiro's passion as he allowed himself to be guided by the Meaning of Junten.



Still...are you prepared for that kind of life?



..... And I am an extremely strict schoolmaster.

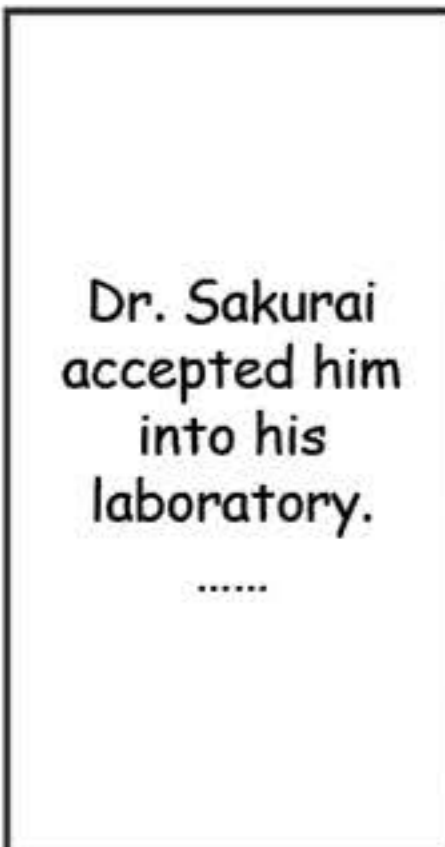


I never take on students from outside the university.

Phew...



Dr. Sakurai accepted him into his laboratory.



Then come tomorrow.



I am if you'll have me!

My family has been selling medicines for more than 260 years, ever since the Kanei period (1624).



Before I inherited my family's estate when I was 21 years old, I became the very first pharmacist in the Kishu region. The only thing I can do is to make medicine!

I want to be able to help as many people as I possibly can!



I want to make some of the finest medicines with my own hands!



It's for those who need help...

I want to be helpful!



It is the one thing I am able to do.

Dr. Sakurai was impressed.



"This young man has a strong belief deep down in his heart."...





I'll be coming home soon!

Just wait for me... Kou...!

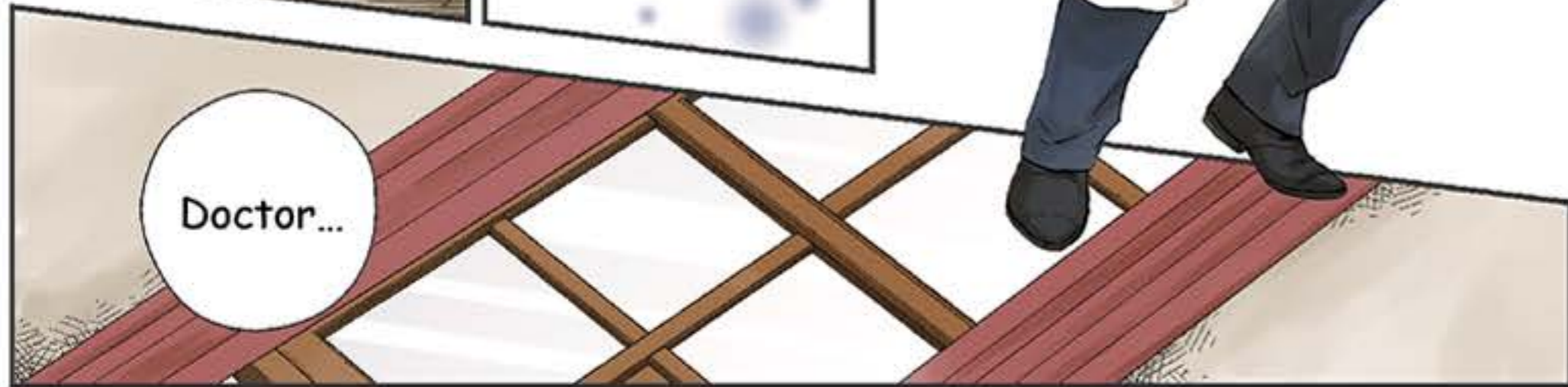


Learning directly from Dr. Sakurai, I've completed a dermatological medical treatment and a medicine for women, "Washungan!"

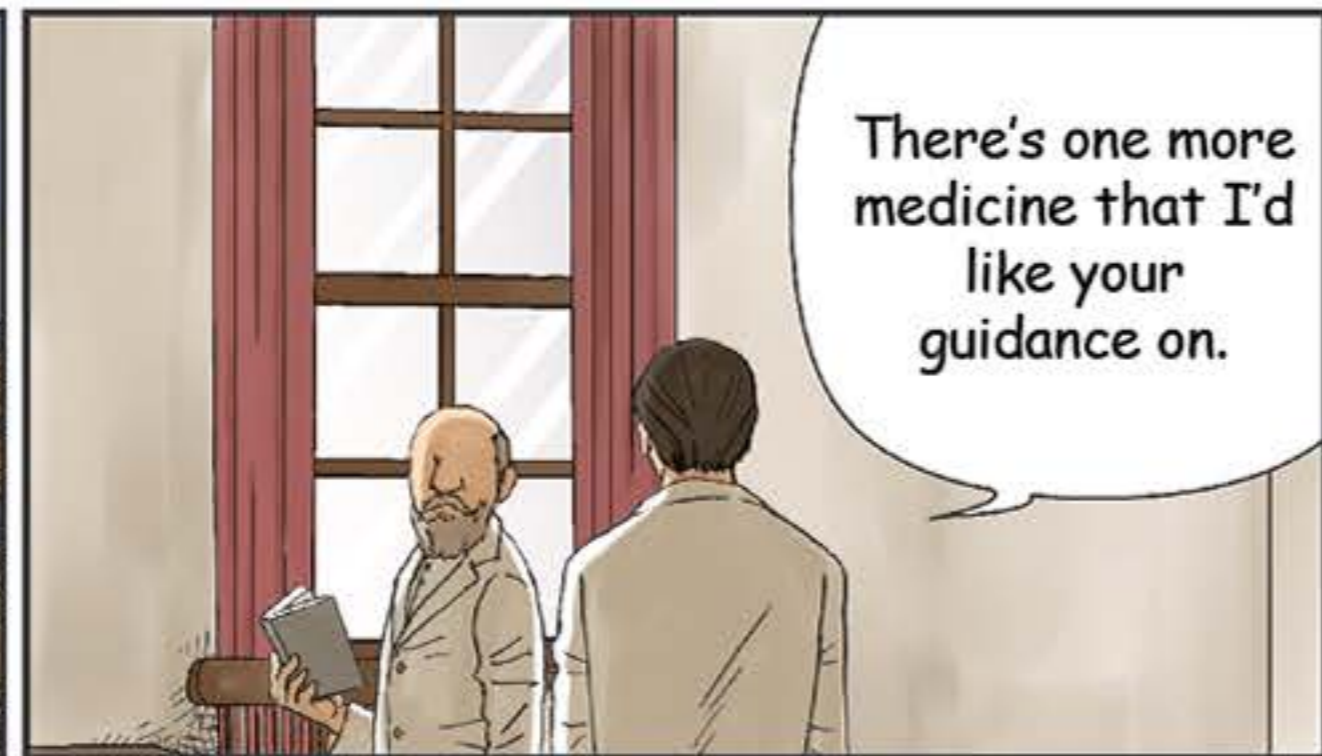
about a half year later...

Oh my...

I did it!



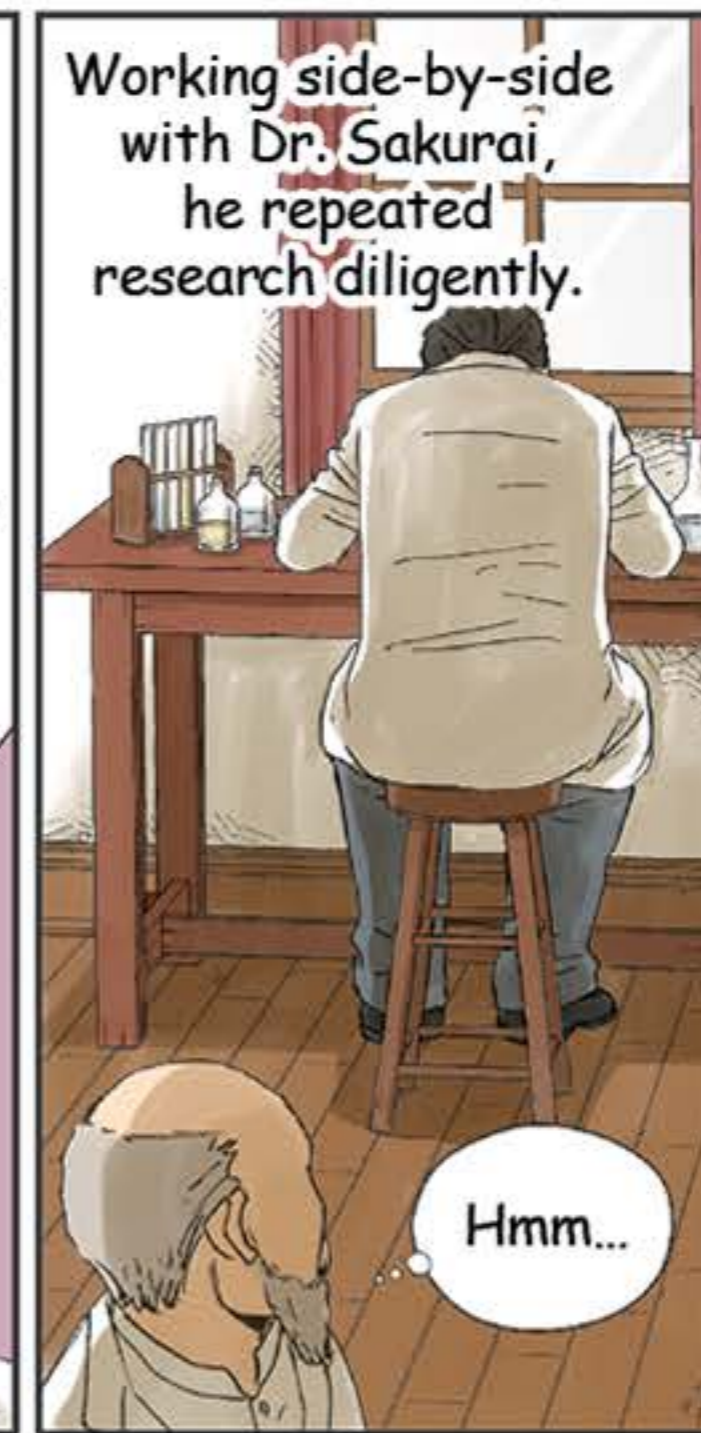
Doctor...



There's one more medicine that I'd like your guidance on.



I thought he might be just some greenhorn spoiled student from a well-off family but...this guy has spirit!



Working side-by-side with Dr. Sakurai, he repeated research diligently.

Hmm...

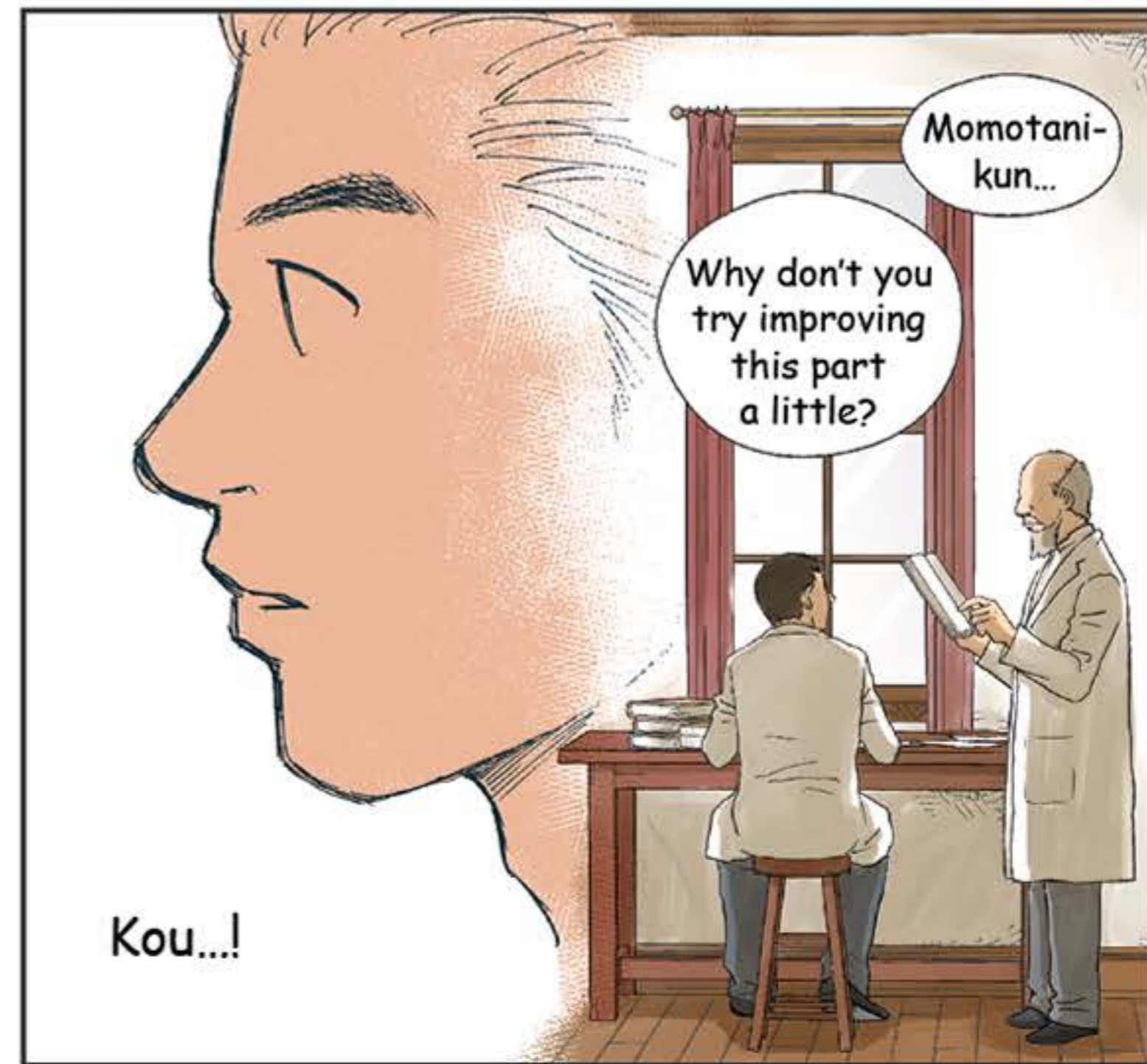


Hey, Momotani, you aren't getting any sleep at all?

Mm...no...



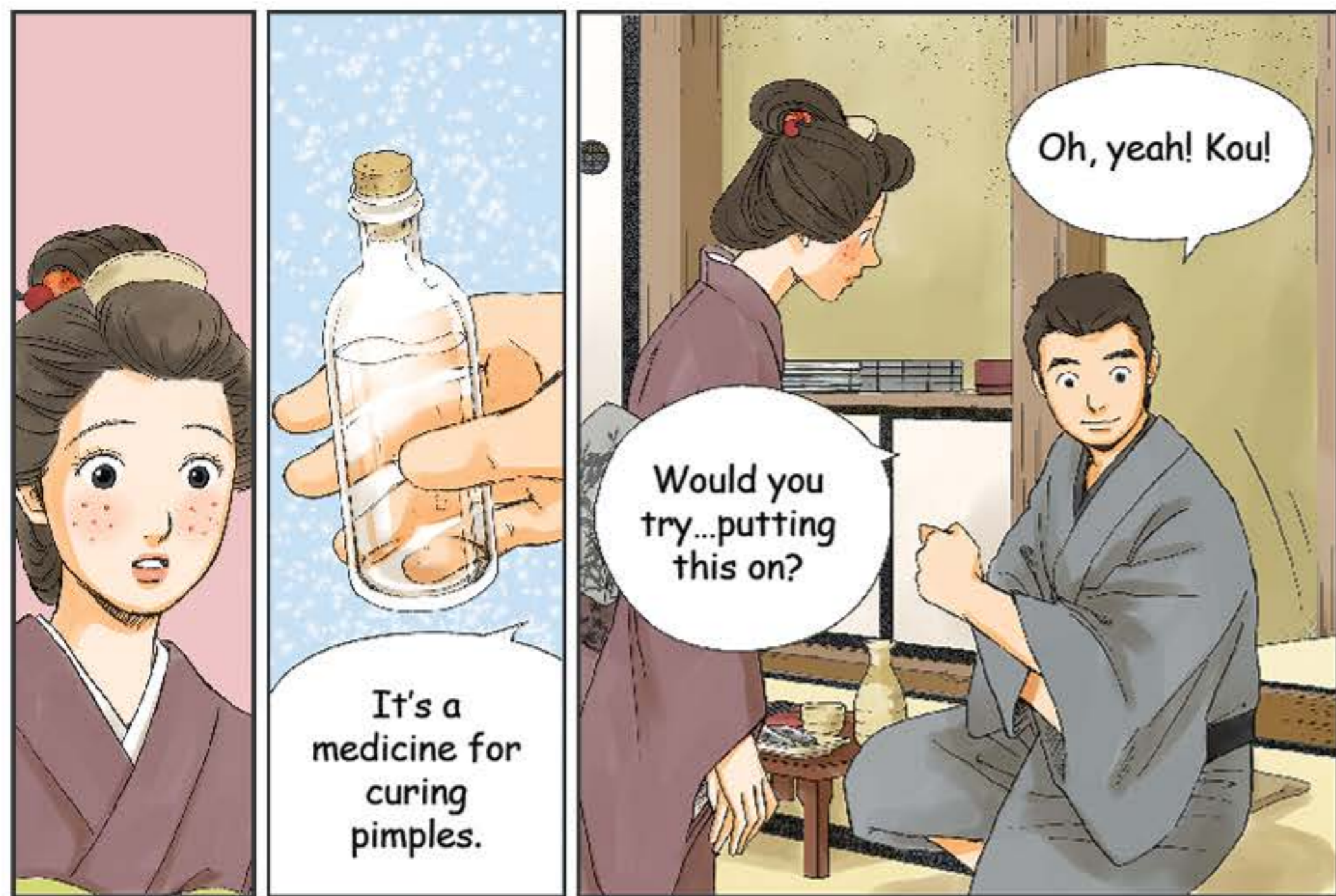
Masajiro learned all kinds of the latest medical and pharmaceutical technique that the medical department of Imperial University offered.



Momotani-kun...

Why don't you try improving this part a little?

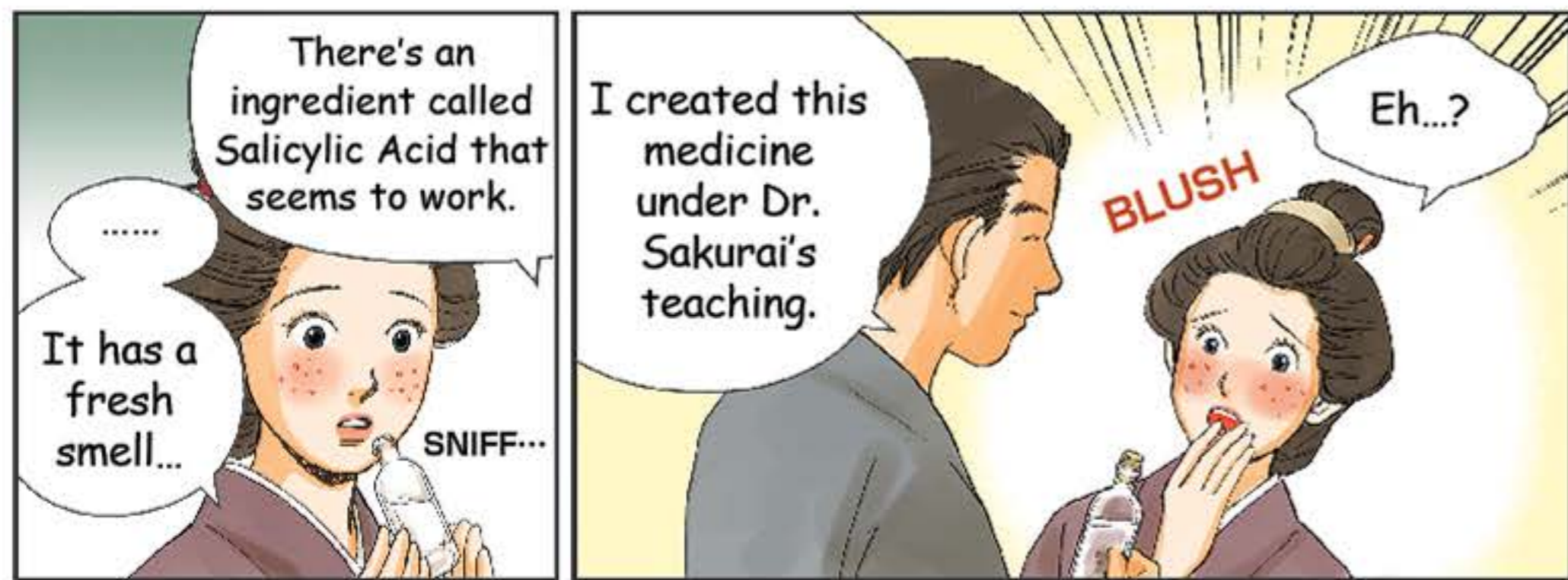
Kou...!



It's a medicine for curing pimples.

Oh, yeah! Kou!

Would you try...putting this on?



There's an ingredient called Salicylic Acid that seems to work.

It has a fresh smell...

SNIFF...

I created this medicine under Dr. Sakurai's teaching.

Eh...?

BLUSH



? What's wrong?

Kou's reaction mixed with joy and confusion.

Try putting some on.



As his wife, Kou was looking after the family and the pharmacy carefully...



Dear!

I'm home, Kou!

She welcomed her husband who wore the same clothes as when he left home.



I hope these medicines will be able to ease the minds of those worried people!

But you did an excellent job by taking care of the pharmacy.

I'm sure things were tough while I was gone.

His first cup of Japanese saké back home after so long tasted wonderful.

I'm sure that's exactly what'll happen.

I created some medicines that I am proud of!

And hearing the rumors, women came in droves to visit the Masakiya Pharmacy.

This is the place where they're selling the pimple cure medicine that everybody's talking about!

Maybe I would like to buy some too.

Eh...?

You've gotten so beautiful!

Tell me how you did it?

Kou's reputation of beauty grew.

Even so far away, you were still thinking of me?

That alone makes me happy.

Wh-What's the matter?

.....?

Why are you crying...?

SNIFF

I'm not worth such effort...

He created the anti-acne medicine just for his beloved wife. He never gave a thought to ever selling it.

"Sorry to put you through all this."

"Sorry that you suffered my selfish whims."

By hearing that, Kou could only cry more.

That was when Masajiro said, "Sorry," and held her.

Wow, Kou-san!

However...

What happened to you?

Don't forget  
"Following 'Ten' and  
serve people".

That day, he was  
taught by heart from  
his beloved wife.

I'm sure it will  
make a lot of  
people happy!

Junten...

Sell this medicine  
you made for me,  
Masajiro-san...  
...and let everyone  
be benefit from it!

This is wonderful!

With this, now I can be beautiful too!

Eventually, this medicine came to be known as "Nikibi-tori Bigansui," (Anti-acne, Beautiful Face Water), and its fame spread throughout the entire country. Nearly everyone used it.



Could I buy some of the pimple cure medicine that Kou-san uses?

And that lifted the curtain on a new business; the Drug Store "Masakiya" became Pharmaceutical Manufacturer "Momotani Juntenkan."



Dear...

I think it'd be wonderful if you could sell this as well.

The reason it went on sale was actually because Kou proposed to Masajiro.



Momotani Jintanken's spirit was based on the Founder's thought—the wish of helping others to solve their problems, has been inherited by present-day Meishoku Cosmetics.

Masajiro's Bigansui has been on sale for nearly a hundred and thirty years. Women love it and use it still as they did in the past days.



The corporate philosophy of Momotani Juntanken Group is, "To contribute to humanity's happiness through creating beautiful skin with heart."

After shift into group-style management, Momotani Juntanken focuses on not only basic skincare but also makeup, fragrance and hair care. And it worked from many different angles to improve people's daily life. It delivers 'BEAUTY' to women from all over the world as an enterprise group to create a comprehensive "culture of beauty".



Combined with advanced western medical formulation, this product became very popular and gained women's overwhelming support.

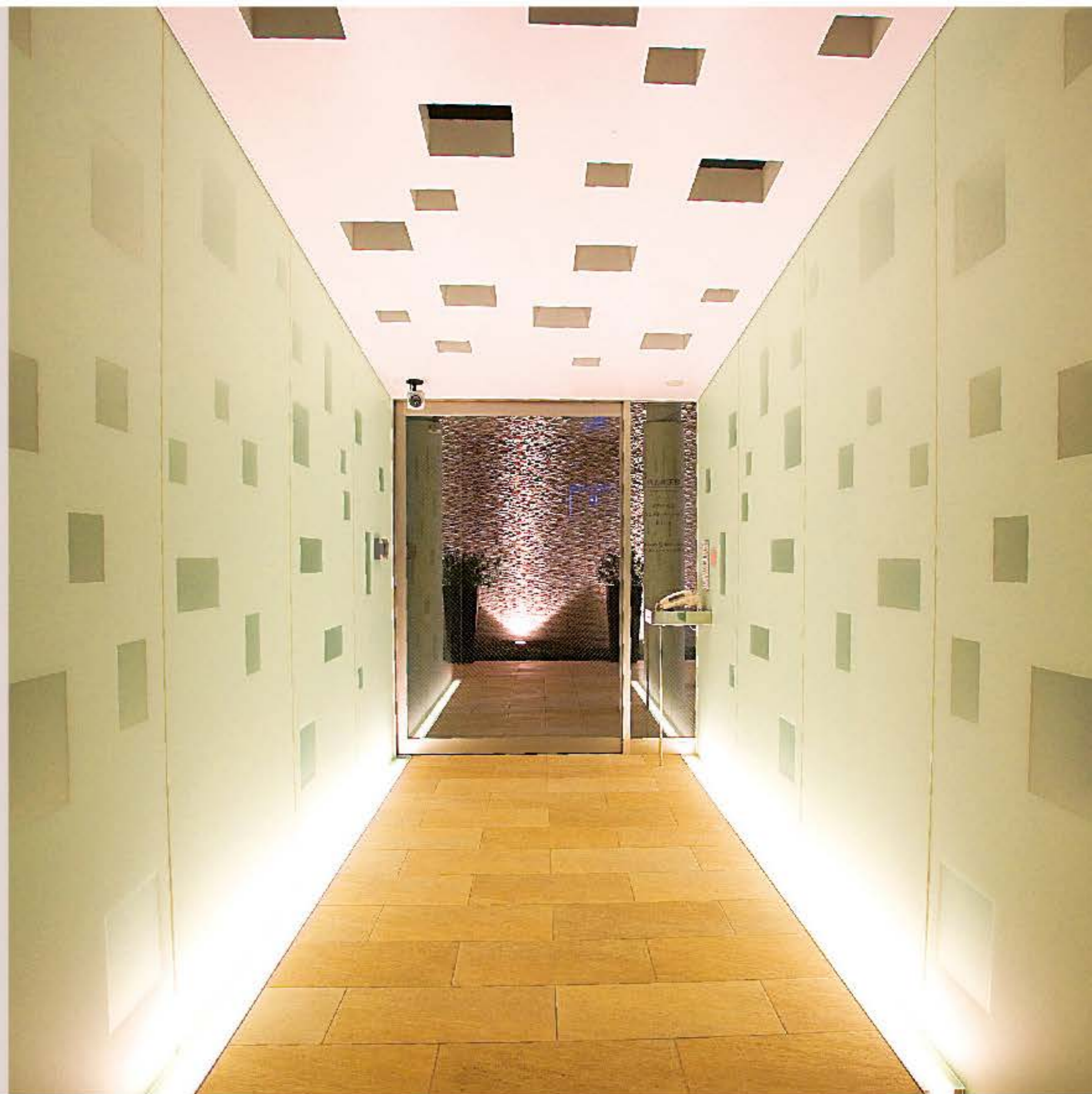
"Nikibi-tori Bigansui" was created by a husband worried about his wife's acne.

He won both the Medal with Green Ribbon and the Medal with Dark Blue Ribbon.

In 1928, Masajiro Momotani's contribution to society has been evaluated.

Momotani Juntanken also had the honor of supplying cosmetics to the Japanese Emperor, the Empress and the Imperial family, which lead it to become the representative of Japanese cosmetics manufacturer.

# MOMOTANI JUNTENKAN



Osaka Head Office Entrance

# Message

Junten serves people by showing loyalty to providence

Junten – following 'Ten' and serve people

The reason why Momotani Juntenkan has continued to flourish since 1885 is exactly because we have inherited and cherished the spirit of the founder who strongly wished to serve as many people as possible. Take for an example "BIGANSUI (acne cure lotion)," which was created by a husband's love to his wife.

With our loyalty to providence, we will strive to create products that can support people's future happiness.

Gallery





# Design

## Historical Advertisements

1930,  
Music and Dancing Graph,  
July issue

1932,  
Women's Salon, July issue

1936,  
King, Supplement of  
New Year issue

1933,  
Women's Club, Supplement of  
November issue

1930,  
Housewives' Friends,  
June issue

1935,  
King, Supplement of  
New Year issue



1928, Housewives' Friends, November issue



1931,  
Housewives' Friends,  
December issue

1926,  
Housewives' Friends,  
Special Spring issue

1933,  
Housewives' Friends,  
Supplement of February issue

1929,  
Housewives' Friends, July issue

1931,  
Housewives' Friends,  
November issue

1932,  
Housewives' Friends,  
December issue

A world of ads that decorates ages,  
will never fade away even after long years.

# Design

## Bigansui Packages

— Changes of 'Bigansui' continues..

*Bigansui*



# Design

## Historical Packages

—Cosmetic products from early 20 century to 1950s



つやつや

びかびか

ふわふわ

ときどき

ぜんぶ

ぜんぶ

あなたのもの。



古くて、あたらしい



*Juno*



わすれられない



たたずまい。



きれいの  
おまじない





# Design

## Historical Packages

— Cosmetic products from early 20 century to 1950s

うつくしい記憶、



たくさんの  
きらきら

色あせない魅力。

受けつがれる  
かがやく秘密



みてるだけで  
たのしい  
  
つかうと  
もっとたのしい



明色美顔水



# Design

## Modern Versions

— New cosmetic products  
keep on increasing...





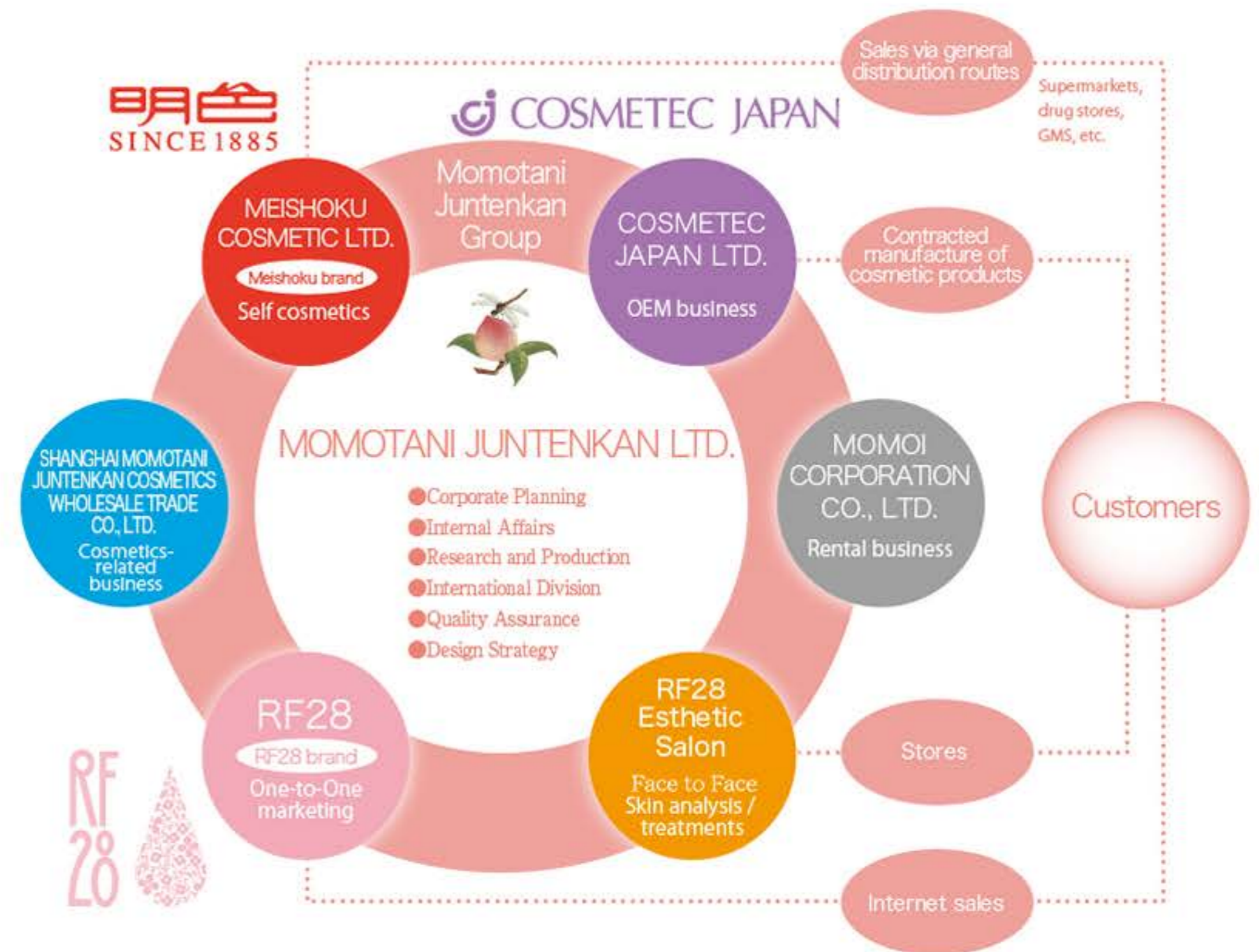
# Think next for Beauty



# Our Organization Chart

To embrace the needs for “beauty”  
That’s the mission of our group.

Our group slogan of Momotani Juntankan is “Think Next for Beauty.” We aim to create a future that always satisfies our customers by further evolving the technology and quality capabilities that has been cultivated during our long history. “MOMOTANI JUNTENKAN LTD.” plays a central role in the group through Research&Development, manufacturing, finance, IT and management strategy. In addition, the company is also responsible for RF28, our brand business via Internet, to deliver the perfect suitable cosmetic products to our customers. What’s more, “MEISHOKU COSMETIC LTD.” sells cosmetic products for general markets, “COSMETEC JAPAN LTD.” handles high-value-added OEM business of cosmetic products and quasi-drugs, and “SHANGHAI MOMOTANI JUNTENKAN COSMETICS WHOLESALE TRADE CO., LTD.” provides products and services that are appreciated not only in domestic Japan but also all over the world mainly in Asia. Each company is enhancing its expertise and continuing to grow by learning from the others.



1885  
1955

**1885:**

Momotani Juntanken was established in Kokawa-cho, Wakayama by Mr. Masajiro Momotani.

**1887:**

"Nikibi-tori (acne cure) BIGANSUI," was created by Mr. Momotani for his wife who had acne trouble, became a blockbuster product. The trademark of "BIGAN" became nationwide famous

**1902:**

Registered the graphic trademark of BIGANSUI "KASABIJIN (umbrella beauty)."

**1913:**

Released "BIGAN SOAP" in alliance with the U.K. company "Lever Brothers, Inc." (Lever Brothers is the predecessor of the current Unilever.)

**1913:**

Opened a Cosmetics Test Department ahead of the industry.

**1914:**

Released "SHIROIRO BIGAN SUI" (White acne-cure lotion).

**1916:**

Built the Momotani Cosmetic Laboratory.

**1918:**

Joined the advertising department of Kishimoto Suifu, represented author of Japanese Senryu.

**1927:**

Mr. Kanjiro Momotani was awarded the Legion d'Honneur from the French government for his efforts on cultural exchange between Japan and France.

**1928:**

Masajiro Momotani was awarded "the Medal with Green Ribbon (Ryokuju-hosho)" and "the Medal with Dark Blue Ribbon (Konju-hosho)" from the Japanese government for his social contributions.

**1929:**

BIGAN cosmetic products were presented to the Japanese Emperor and Empress.

**1932:**

Released the "MEISHOKU KURINSHIN CREAM", a revolutionary facial cleansing cream that removes makeup with oil components, which became a blockbuster product. It marked the start of Meishoku Brand.

**1932:**

As an errand of the Emperor, Chamberlain Makino visited Momotani Juntanken.

**1932:**

Masayoshi Ohira (who later became Japanese Prime Minister) joined Momotani Juntanken.

**1936:**

Released "MEISHOKU astringent lotion" (obtained a patent on the production method using a buffer effect). The company became the pioneer of mild acidic cosmetic products in Japan and the synonymous of lotion.

**1951:**

The catchphrase, "A beautiful woman is made at night," which was used for a radio ad, became one of the greatest sensations ever and sales of KURINSHIN CREAM doubled.

**1953:**

Invited Kinuko Ito, the Miss Universe Japan, for the company ad and "hattoshin bijin" (beautiful woman with eight-head figure) became a buzzword.

**1955:**

"MEISHOKU astringent lotion" became a blockbuster product and recorded the industry's top sales.

1957  
2012

**1957:**

The company became a sponsor of a TV program called "MEISHOKU Monomane Utagassen" (mimic singing competition; MC: Sanpei Hayashiya).

**1959:**

Hired Toho Movie actresses, Kyoko Kagawa and Ruriko Asaoka, for advertising. For men's cosmetics, used Shigeo Nagashima (a baseball player for the Yomiuri Giants), Yujiro Ishihara (actor) and Rikidozan (professional wrestler), which became a hot topic.

**1962:**

Became an exclusive agent of 4711 (Germany), the world renowned company for Eau de Cologne, and began technical collaboration and production.

**1972:**

Released MEISHOKU NATURAL SKIN CARE.

**1976:**

Actress Sayuri Yoshinaga appeared in ads for MEISHOKU COSMETIC LTD. became the face of MEISHOKU Gold Series.

**1993:**

Spun off MEISHOKU COSMETIC LTD. as a separate company.

**1993:**

Established COSMETEC JAPAN LTD. and made full-scale entry into the OEM business for cosmetics industry.

**1994:**

Established Innovar Inc. (currently RF28; placed under group management of four companies).

**1996:**

Seiichiro Momotani (current President) became Representative Director and President of Momotani Juntanken.

**1996:**

Completed (relocated) the Okayama Factory.

**2005:**

Started support for Pink-Ribbon activities (activities to educate early detection, early diagnosis and early treatment of breast cancer).

**2005:**

Exhibited cosmetic products at COSMOPROF·North America (Las Vegas).

**2005:**

Opened an evolving skin care salon, "RF28 Anti-aging Labo."

**2006:**

Realized the complete remodel of Central Laboratory under the theme of [Acceleration of Enterprise evolution].

**2007:**

Established SHANGHAI MOMOTANI JUNTENKAN COSMETICS WHOLESALE TRADE CO., LTD.

**2008:**

Opened the "RF28 Esthetic Salon" in Osaka.

**2011:**

"MEISHOKU SKIN CONDITIONER" and "ORGANIC ROSE HAIR WATER" were respectively ranked [Number One.] by consumers in lotion and pre-styling categories on @cosme, the cosmetic products blog site.

**2012:**

Awarded the "2011 Osaka Sparkling Enterprise Awards"



# Business Development

## A network of beauty Expanding in Japan and all over the world

Our company's strengths are not only "quality" or "technological capability."  
With "mobility" that makes full use of sales offices across the nation from Hokkaido to Kyushu and a vast network, we meet all kinds of customer needs. And now, our business has expanded to overseas. With over 125 years of history, Momotani Juntanken will continue towards a better future.



**SHANGHAI OFFICE**  
View the rapidly growing cosmetic market of China. SHANGHAI MOMOTANI JUNTENKAN COSMETICS WHOLESALE TRADE CO., LTD. was established in 2007 and have been conducting export/import, information collecting and consulting service.



### MOMOTANI JUNTENKAN LTD.

<http://www.e-cosmetics.co.jp/>

- Established: June 1885
- Capital: 99 million JPY
- Business: Manufacture, sales and export/import of cosmetic products and healthy food
- Representative Director and President: Seiichiro Momotani

Head Office  
2-4-30 Ichioka, Minato-ku, Osaka 552-0012  
TEL. +81-6-6571-6621 FAX. +81-6-6575-1357

Tokyo Office  
4F Ginza Yamato Bldg., 7-9-17 Ginza, Chuo-ku, Tokyo 104-0061  
TEL. +81-3-5537-8167 FAX. +81-3-5534-8164

Okayama Factory  
629-1 Yonezawa, Wake-cho, Wake-gun, Okayama 709-0515  
TEL. +81-869-88-9000 FAX. +81-869-88-9020



#### <RF28 Business Division>

<http://www.rf28.com/>

2-4-30 Ichioka, Minato-ku, Osaka 552-0012  
TEL. +81-6-6571-6624 FAX. +81-6-6571-6620

RF28 Esthetic Salon  
2-4-30 Ichioka, Minato-ku, Osaka 552-0012  
TEL. +81-120-28-4136



### COSMETEC JAPAN LTD.

<http://www.cosmetecjapan.com/>

- Established: December 1993
- Capital: 10 million JPY
- Business: Manufacture and sales of cosmetic products, etc. /OEM business
- Representative Director and CEO: Kensuke Fujimoto

Head Office  
2-4-30 Ichioka, Minato-ku, Osaka 552-0012  
TEL. +81-6-6571-6621 FAX. +81-6-6575-1357

Tokyo Office  
4F Ginza Yamato Bldg., 7-9-17 Ginza, Chuo-ku, Tokyo 104-0061  
TEL. +81-3-5537-8165 FAX. +81-3-5537-8183

Okayama Factory  
629-1 Yonezawa, Wake-cho, Wake-gun, Okayama 709-0515  
TEL. +81-869-88-9000 FAX. +81-869-88-9020



### MEISHOKU COSMETIC LTD.

<http://www.meishoku.co.jp/>

- Established: December 1993
- Capital: 10 million JPY
- Business: Sales of cosmetic products, etc.
- Representative Director and President: Seiichiro Momotani

Head Office  
2-4-30 Ichioka, Minato-ku, Osaka 552-0012  
TEL. +81-6-6571-6621 FAX. +81-6-6575-1357

Tokyo Office  
4F Ginza Yamato Bldg., 7-9-17 Ginza, Chuo-ku, Tokyo 104-0061  
TEL. +81-3-5537-8163 FAX. +81-3-5537-8164

Sapporo Sales Office  
Rm. 512, 26K I Bldg., 26-1-33 Kitarokujonishi, Chuo-ku, Sapporo, Hokkaido 064-0826  
TEL. +81-11-614-6877 FAX. +81-11-614-6878

Nagoya Sales Office  
Rm. B, South Bldg., Crystal Makinohara, 3-205 Makinohara, Meito-ku, Nagoya, Aichi 465-0072  
TEL. +81-52-709-2187 FAX. +81-52-709-2188

Fukuoka Sales Office  
Rm. C, 4F Nichiei Takasago Bldg., 2-6-2 Takasago, Chuo-ku, Fukuoka 810-0011  
TEL. +81-92-522-2906 FAX. +81-92-522-1531

### SHANGHAI MOMOTANI JUNTENKAN COSMETICS WHOLESALE TRADE CO., LTD.

<http://www.meishokuchina.com/>

- Established: November 2007
- Capital: 40 million JPY
- Business: Export/Import and sales of cosmetic products, etc., consulting on cosmetic business /representative service for application of administrative registration
- Chairman and General Manager: Manabu Hattori

Rm. 3009, Zhonghui Bldg., No. 16 Henan South Road, Huangpu District, Shanghai 200002  
TEL. +86-21-6374-1671 FAX. +86-21-6374-1196

### MOMOI CORPORATION CO., LTD.

<http://www.e-cosmetics.co.jp/momoi/>

2-5-8 Awaji-cho, Chuo-ku, Osaka 541-0047  
TEL. +81-6-6231-8531

**Membership:**  
West-Japan Cosmetic Industry Association, The Society of Cosmetic Chemists of Japan, Tokyo Cosmetic Industry Association, The Pharmaceutical Society of Japan, Japan Cosmetic Industry, Japanese Dermatological Association, Cosmetic Fair Trade Council, Japanese Committee for Sunlight Protection, Osaka Chamber of Commerce and Industry, Japan Perfumery & Flavoring Association, Tokyo Chamber of Commerce and Industry

MOMOTANI JUNTENKAN STORY

-About BIGANSUI-

Drawing: AKARI KONOYAMA

Production: TREND-PRO CO., LTD.

Supervision: MOMOTANI JUNTENKAN LTD.

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Not for sale



*Kasa Bijin*

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