



Ands Corporation

A SKINCARE INNOVATOR

Private consumption and investment have led the way in Japan's robust economic recovery from the global recession of 2020, according to the International Monetary Fund, which forecast that the country's current account is expected to achieve a 2.9% surplus in 2023.

The Fund noted that "industrial production recovered strongly" in the summer of 2022 – vitally important as manufacturing is a key element in propelling the country to its position as the world's third-largest economy. Cosmetics producer Ands Corporation is a proud standard-bearer in its sector, epitomising Japanese manufacturers' model of innovation, consumer-focus, and rigorous product testing.

"We have unique, top-quality skincare technology," says Ands Corporation president Masayoshi Yamada. "Six years ago, we decided that in order to survive as a company, that sells high-functional products, we need to be able to prove it. Our unique evaluation test enables relative evaluation of skin care functionality, which enhances our competitive edge."

The company started as a contract manufacturer, but is now an "ODM", that is, manufacturing its own products. Ands Corporation's 3D skin product model is a breakthrough in the industry, allowing benchmarking of how effective products are. It can be used to test functionality requested by partners/clients.

Until twelve years ago, Ands charted a stable but somewhat inward-looking course; but then the company started thinking more radically, and shifting the corporate mindset towards more dynamic long-term growth as its starting point.

This entailed a renewed focus on customers and employees, as well as enhancing marketing strategy and technology – the latter being of primary importance

to customers. Importantly, it also embraced a shift to a more global mindset.

Ands's evidence-based approach has strengthened its global competitiveness, and puts it in an enviable position vis-à-vis international partners. The company is open to forging future partnerships based on strategic fit.

"We're in a unique position to prove our technology, and can supply our brand," says Yamada. Since we can create a brand concept so that we can propose consistent

formulation development from design. There are a lot of different ways in which we can form partnerships. We are developing our own ODM, and we are in a unique position to approach companies that want to quantitatively confirm the functionality of prescriptions that want to build brand concepts, and make benchmarks and relative comparisons.

We have the know-how to prove high performance formulas, and that makes us a great partner."

Ands Corporation has invested heavily in its manufacturing capacity as it looks globally. Yamada says that skincare products are judged on three criteria: functionality, safety, and how they are perceived. On each, Ands performs strongly. The company has an intimate understanding of what consumers want, and places an emphasis on functionality and filling the crucial mid-price range and above.

In addition, lip balm cream top-class production volume in Japan.

Skincare technology is particularly advanced in Japan, with Japanese companies winning multiple awards in the field. These successes underline the country's approach to business.

"Doing business with Japanese partners is very easy," says Yamada. "Japanese technology is very high quality, and businesspeople are honest. We have a unique value proposition."



Masayoshi Yamada
President