

October 27, 2022

< Press Release >

**Aderans**

< A new environmentally friendly wig with attention to the SDGs >

**A new Toppiece®  
using recycled nylon for its base net**

**Available from November 1 at  
Swanee by Fontaine and René of Paris by Fontaine across Japan**

Aderans Co., Ltd. (Head Office: Shinjuku-ku, Tokyo, Japan; Group CEO, Representative Director, and President: Yoshihiro Tsumura), promoting the wellness industry of hair, beauty, and health on a global scale, is launching a new Toppiece® “OGT05” from Swanee by Fontaine and René of Paris by Fontaine, the sister brands of the company’s ready-made wig brand for women, Fontaine. The product will be available from Tuesday, November 1.

Drawing on the brand strength of Fontaine, Swanee by Fontaine and René of Paris by Fontaine have been growing in major distribution chains and shopping malls as new marketing channels. They offer a wide range of original products to make wigs more accessible, enabling women to enjoy fashion with wigs more easily.

The new product is a Toppiece® to partially add volume to hair, using an innovative base net that is integrated with a skin net (Japanese Patent No. 6177407). By integrating base and skin nets, we have successfully reduced the weight of the net by around half compared with our conventional base nets. OGT05 is also environmentally friendly, being the first Swanee product using a net containing recycled nylon (around 50%). Thanks to the antibacterial and deodorant processing, you can also enjoy the product without worrying about sweat and smell.

We have blended three types of hair to offer excellent style retention, easy styling, and natural texture: human hair to enhance a natural fit, polyester for excellent heat resistance and style retention, and the innovative hair developed by Aderans “Nature Hair” (Japanese Patent No. 5127443) to recreate the texture of natural hair. Since the product has relatively long hair, it can cover a wide area and is great for bob and medium-length hairstyles.



**The new Toppiece®  
(Product No. OGT05;  
Color: NF7R)**

## ■ Product Overview

Product number	OGT05
Colors	NF2B: Natural (most common color for Japanese people) NF4: Chestnut NF7R: Light Chestnut
Category	Toppiece®
Style	Natural layers
Price (incl. tax)	165,000 yen
Date of launch	Tuesday, November 1, 2022
Available at	Swanee by Fontaine and René of Paris by Fontaine

## ■ About Our Autumn Campaign

### < Fontaine Autumn Campaign: For a Sustainable Future >

In the Fontaine Autumn Campaign, we are offering special gifts focusing on the Sustainable Development Goals (SDGs) at Swanee by Fontaine and René of Paris by Fontaine across Japan. The campaign will end on Wednesday, November 30.

#### ➤ Free gift with purchase

When you purchase a wig or Toppiece® worth 36,300 yen or more (including tax), you will receive a free original mini water bottle. Its unique surface design is based on the product by SHIBUYA FONT, an organization where students turn letters, drawings, and paintings created by people with disabilities in Shibuya City, Tokyo, into fonts and patterns and then make them available to the public, thereby providing disability job support. Also, bringing your own reusable water bottle can help reduce plastic waste.

\* Limited to one per customer.

\* The gifts are available while supplies last.



### < About SHIBUYA FONT >

General Incorporated Association SHIBUYA FONT aims to turn the power of people with disabilities into the power of everyone through the power of design. Students studying design create fonts and patterns from the letters, drawings, and paintings by people with disabilities working in Shibuya, and make them available to the public as “SHIBUYA FONT.”



SHIBUYA FONT website: <https://www.shibuyafont.jp/> (in Japanese)

➤ **Free gift for selected customers**

We are offering a catalog gift to 100 selected customers who purchase a wig or Toppiece® worth 36,300 yen or more (including tax). The catalog “Yasashii Mirai” (meaning “kind/gentle future”) is provided by HARMONIC Co., Ltd., offering a range of products that focus on the SDGs.



■ **Aderans' Initiatives for the SDGs**

As a global company, the Aderans Group is committed to actively addressing various global issues mentioned in the SDGs and to solving social problems through its business activities, striving to help build a sustainable society and to achieve sustainable growth.



Aderans Co., Ltd. supports the Sustainable Development Goals (SDGs).

**< Media Inquiries >**

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