

What is JAPAN HENNA ?

Japan Henna has directly imported high quality henna treatment from India since 1987. It conducts henna related promotion, sales, education, product development, and exports.

1



Henna Sales

There are many types of henna

Registered as a cosmetic product

Containing 100% natural henna: 9 types

HC Dye Henna: 2 types

For professional use and general store sales



We also sell
Organic Certified Henna
and Halal Certified Henna.

2



Henna Lessons

For professionals and the public

Ebisu Salon Lessons

5 times per year

In-store Lessons

We conduct in-store lessons
at salons across Japan, offering advice on
everything from instructions
for use to advanced applications.

3



Ayurveda

Head Care

We perform the traditional medicine
Ayurveda head care, which has a
synergistic effect with henna.

Sri Lanka Tours

We hold overseas lessons on a regular
basis. Get experience and knowledge of
Ayurveda, on a rejuvenating study tour.

4



Model Salon

We ask the opinions of typical
customers to gather information directly

Japan Henna Ebisu Main Store

Shibuya City, in front of Ebisu Station

Amrita (in Tokyo Dome LaQua)

Hair salon inside a hot spring spa

5



Private Brands

Because we import henna
directly from India,
we also accept orders for private brands.

We also offer exports overseas.



6



Diploma (paid)

Successful examinees are listed on the
JHO website as certified salons, and
become Japan Henna registered salons.

Beginner : Basic test on henna

Intermediate : Written test and roleplaying

Advanced : Hennaist (Instructor)

*Can conduct training and guidance at
salons nationwide and lessons held by JHO

and...

Japan Henna Academy

2 day intensive henna
workshops
at our salon in Ebisu.

Telephone Hotline

We offer advice on everything
from instructions for
use to advanced applications.



Marketing Proposals

We offer catalogs and posters.

Salon Menu Proposals

We offer diverse menu proposals,
including pre-treatment and post-treatment.



Accompanied Sales

Upon request, we can
accompany you to promote
and market our products.



Our main ingredient henna is grown in India.

When I first started handling henna products, I visited the farms where it is grown to see the strong and beautiful henna, and confirmed my belief. I have been back there many times, where I have seen the main ingredient with my own eyes, touched, used it, and met with the locals who grow it, so that I could make a product of it with peace of mind. These visits have been excellent opportunities to grow even more fond of our product. To make sure that I never forget how I felt when I first encountered henna, was entranced by its charm, and started handling it as a product, I will always cherish the relationship that enables me to see the faces of both my producers and customers.

— Akiko Ebina, CEO of Japan Henna



JAPAN HENNA

*We provide better products to everyone with the blessing and wisdom of nature.
Produced by Japan Henna. Since 1987*

What is "Henna"?

100% natural white hair dying, hair and scalp treatment.

The history of Henna seems to start from the history of Mehendi (body paint). It is said that the body paint by Henna was given for 5000 years or more among Hindu's women. The custom is succeeded until the present age, and draws a religious event like the pattern that invites happiness and the pattern etc. of the charm in hands and feet at ceremonial occasions. There is a theory of having been painted on Cleopatra's nails too. The usage like the dye and the treatment etc. of the hair also has the history of about 5000 years. Moreover, the usage of medicinal use of the medical lore (ayurveda) supported by the historical fact seemed to have been also active as well as the paint and dyestuff.

Chemical grounds of Henna effects is the "LAWSON" that is the principal ingredient of the leaf of Henna, twine around the keratin that is the

principal ingredient of the hair in the acidic solution.

The treatment effect appears by forming a thin film around the hair epidermal when Henna unites with the protein. The cuticle is protected, and the damage to the hair by ultraviolet rays can be prevented. In addition, the effect of caring scalp is improved by polyphenol and vitamins. The change in dietary habits is one of the reasons of the trouble of the skin. A lot of animal fats in dramatic form to the eating habits of Japan cause the stress on pores make the inflammation and the hair become thin. Natural, organic, slow life-style, which was our original lifestyle, is now reevaluated. In this sense it is remarkable that Henna has been used for more than 5000 years, Please think the time of the eternity and use the wisdom from hoary antiquity.

1

White Hair Dying

- 100% natural treatment and hair dye
- Naturally dyes white hair
- Naturally fixes irregular coloration

Get 3 natural carebenefits all at once!

2

Hair Care

- Gives hair bounce and resilience
- Coats hair to give it a natural shine
- Protects hair from ultraviolet light
- Reduces the volume of frizzy hair

3

Scalp Care

- Masks the scalp to improve health
- Supplies the scalp with nutrients including vitamins and polyphenol
- Improves natural healing ability



Henna powder. The powder color, expansion rate, and dye color are determined by the weather and temperature when the henna is harvested.



Henna is farmed organically, with the first harvest in September and second in November.



India's original henna tattoo.

The more white hairs you have, the wider your range of color choices for 100% natural henna and herbs.

- Does not damage the hair
- Does not damage the scalp
- Can be used again as soon as white hairs grow out
- Can be used around the face and in the part
- Can be applied thickly to the scalp
- Dissolves in hot water



Types of Henna

In the henna industry, there are 3 main types of henna in use.

Cosmetic Product

100% Natural Henna (henna + herbs)

Offers care treatment effects, including bounce, resilience, and shine. The natural pigment in the leaves is orange.

Black Hair

Offers a mildly brighter tone. (Used like a hair manicure, dying from the scalp)

White Hair

Offers a blurring effect, so that newly grown white hairs do not stand out.

Cosmetic Product

Henna with HC dye (henna + HC dye)

Cosmetic dye is added to henna in order to produce a stronger color.

Black Hair

Offers a mildly brighter tone with depth. (Often causes coloration of the scalp.)

White Hair

Covers white hair with a strong, deep tone. Can stain.

Optional Item

Other hennas (henna + diamine)

Turns hair black in a short time, but can cause rashes on people who get a rash from dyes or have sensitive skin.



JAPAN HENNA



The Basic Process of Henna



What you will need

Bowl, whisk, hot water, scale, brush (for natural), gloves, paper, wrap or cap, roll cotton



1 Hair diagnosis

2 Patch Test Leave at least 48 hours then check

3 Apply henna

3-1

Use henna to divide the hair into 4 blocks. Apply to the face line as well.

3-2

Retouch and apply overall.

3-3

After retouching overall, apply henna all the way to the hair tips (Hold the brush in one hand and use your other hand to bundle the hair at the base, so you can apply henna smoothly.)

3-4

Once you have finished applying henna to a block of hair, wrap it on top of the head to keep it out of the way.

3-5

Gather all hair on top with henna applied overall.

4 Apply wet paper to the face line and hair part

5 Roll Cotton

6

Wrap or cap

7 Heating

8 Check

9 Set

10 Shampoo 2 times

11

Color Fixing

Fixing
Prepare the fluid and apply it as conditioner, then rinse it out.

12 Conditioner or Treatment
Decide depending on the damage

13 Blow Dry

Moisturize

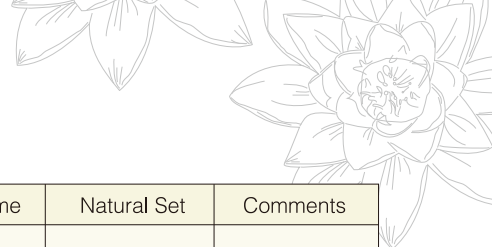
Hair Oil MIX

Absorption

Black Change Rinse
Dilute 30 times

Texture

Black Change Rinse MIX



Amount of henna and process time

Type	Hair Length	Amount of Henna	Hot water Volume	Process Time	Natural Set	Comments
<div>● 100% natural</div> <div>● Henna with HC dye</div> <div>Henna : Hot Water 1 : 4</div>	Long	100 g	400 ml	Heating: 20—30 min Set : 10 min	1 hour or more, no limit	The longer the better. Henna will permeate and leave a stronger color.
	Semi-long	50 g	200 ml			
	Short	30 g	120 ml			

*The expansion ratio varies depending on when henna was harvested, so adjust the volume of hot water until the henna/hot water mix has the consistency of ketchup.

Number of treatments and period to realize benefits including bounce, resilience, and shine

Type	Number of Times	Period of Use		Course in a Salon
<div>● 100% natural</div> <div>● Henna with HC dye</div>	About 3 times	From 1st to 3rd time: 3 times per month	From the 4th time: 1 time per month Fast schedules are also acceptable	1st to 3rd time 1 set course

*Individual results of the effects on hair depend on the degree of damage.

How to dissolve henna:

Dissolve henna in approximately 40° C water (slightly hotter than body temperature) until it is in a cream state. (Dissolving henna in hot water from the beginning will cause it to form beads.)

Caution: To avoid causing allergic reactions, use separate brushes and bowls for alkali dyes and natural henna.

Tips for Use

Before

Do a patch test first

Apply the henna you wish to use on a patch behind your ear and check that there are no problems 48 hours later before using henna on the whole scalp. If your scalp is dry or damaged, **do a henna spa before applying henna**. If you skip this step, add a cap of hair oil to the henna before applying it. ***Make certain to do a patch test with the henna product you wish to use. (Herbal ingredients differ, so herbs other than henna may cause a rash.)**

During

Do not heat if you have a sensitive scalp

If you feel itchiness or unusual sensations, then use shampoo to wash the henna out immediately.

Caution when washing with shampoo after applying henna

Henna particles cause friction against the scalp, so wash out the henna well with water first, then wash with shampoo.

Lessons

Japan Henna conducts henna and henna spa lessons at its salon in Ebisu, Shibuya City.
Applications are accepted by E-mail henna@j-henna.com

After

If coloration remains on your scalp

Coloration may remain on your scalp, especially if it is dry.

Before you apply henna next time, do henna spa to prevent coloration and itching.

- Adding twice as much hair oil as normal to the henna before application will reduce coloration.
- To reduce scalp coloration, remove and wash out the henna on the scalp after shampooing, by applying steam or mist to the hair for 10 minutes and washing with shampoo again.

Characteristic of Henna 1

Using henna long term will return the hair close to its virgin state, **making it more difficult to apply a perm**. Either curl your hair, apply strong perm agent or use smaller rods.

Characteristic of Henna 2

Henna fades very little, **so it is difficult to change color**. If you wish to change hair color more often, **use watercolors**.

About Stains

After applying henna, wrap a towel that you do not mind getting **stained** around your pillow before sleeping.

Henna can often cause **stains** due to sweat in the summer, **so avoid wearing white clothes or white hats**.
(Use the same methods as for hair manicures).

