



# JAPAN HENNA

*We provide better products to everyone with the blessing and wisdom of nature.*

*Produced by Japan Henna. Since 1987*

## What is “Henna”?

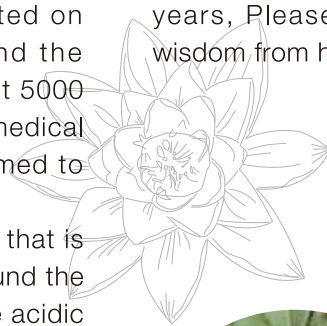
100% natural white hair dying, hair and scalp treatment.

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.



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



# Get 3 natural care benefits all at once.

## 1

### White Hair Dying

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

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



India's original henna tattoo.

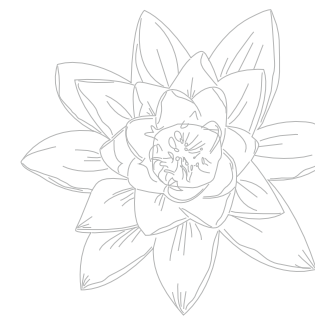


# JAPAN HENNA

# 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



# 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** : Hennalist (Instructor)

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



# JAPAN HENNA

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

Japan Henna Co., Ltd.

1-21-19 Ebisuminami, Shibuya-ku, Tokyo 150-0022

+81-3-3794-6992 henna@j-henna.com <http://j-henna.com>

