

Three desires of the skin care-based concept

Comfortable usage with minimal stickiness

Reducing stickiness by blending styling components with little stickiness and oil contents similar to sebum.

To maintain healthy hair and skin

This enhances the barrier effect^{*1}, while replenishing the intercellular lipid analog with every use.

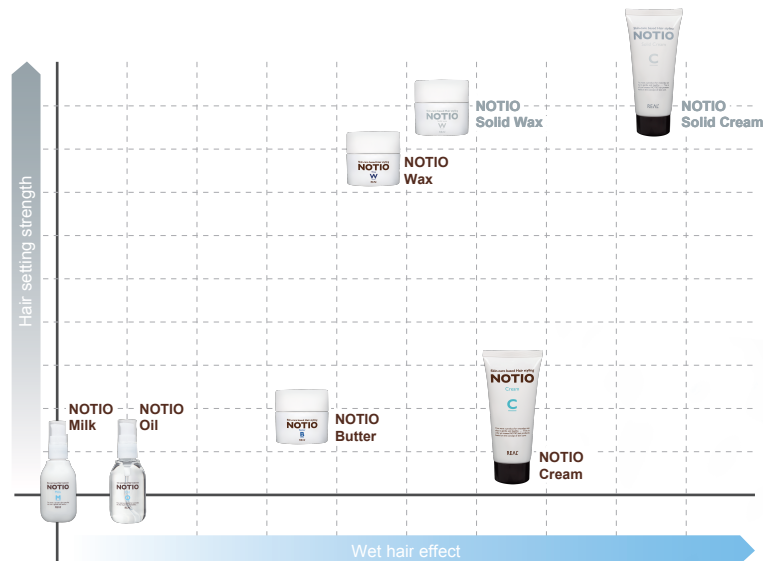
To care for sensitive skin, aiming for the gentle treatment of skin

Patch tested on subjects with sensitive skin
* Some persons may have allergic reactions or skin irritation.

*1 The barrier effect prevents the hair and skin from drying out and protects them from harmful effects of the environment with moisture.

Hand cream base that can also be used for hands.

Styling chart



スキンケア発想から生まれたヘア化粧品

Skin-care based
Hair styling & Hair treatment

NOTIO

You want a product for everyday use that is gentle and healthy... That is why we created NOTIO hair products based on the concept of skin care.

| 人を美しく、地球を美しく |



NOTIO Hair cosmetics that are based on the concept of skin care

Creating healthy and beautiful “hair” and “skin”

Since you come in contact with it every day, we would like you to use something that is “gentler” and “healthier”. Hair cosmetics “NOTIO” with the concept of skin care was produced with that thought.

— *out bath treatment series* —

A series of after-bath treatments

Using the skin care-based after-bath treatment series will lead to healthy and beautiful hair and skin.
With every use, it replenishes the skin’s barrier effect*1, which tends to be weakened in dry hair and sensitive skin.

*1 The barrier effect prevents the hair and skin from drying out and protects them from harmful effects of the environment with moisture.



For silky hair by
moisturizing from the inside

NOTIO Milk
80g [1980]

For soft hair by
providing natural luster

NOTIO Oil
80mL [1980]

<Fragrance>  Refreshing citrus fragrance [IFRA, certificate acquisition fragrance] Adopted essences based on international standard of fragrance “IFRA Standard” for Risk-Controlled.

— *styling series* —

A series of hair styling products

For keeping your hair and skin healthy every day, this is a hybrid hair styling series
providing care and gentle treatment for both your hair and hands.



It helps make your
hair sleek and smooth
with natural texture.

NOTIO Cream
90g [1780]

Creating soft, silky and
glossy hair bundles.

NOTIO Butter
45g [1980]

Creating firm hair bundling
with movement
without stickiness.

NOTIO Wax
45g [1980]

Creating various styles
with luster from a firm hold
to hair with movement

NOTIO Solid Cream
90g [1780]

Creating a textured style
with casual movement
at the tips



NOTIO Solid Wax
45g [1980]

The product ingredients and composition offer gentle care for your hair and hands.

Mineral oil —a moisturizing ingredient that is skin-friendly and has a strong barrier effect*1—

The mineral oil wraps the surface of the hair and skin with a silky veil to prevent moisture from escaping.

For locking in moisture to keep the hair hydrated

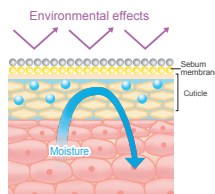
-  Amino acid-based emollient agent*2
[Moisturizing ingredients]
Phytosteryl/Octyldodecyl
Lauroyl Glutamate
-  Mineral oil
[Moisturizing ingredients]

For preventing the hair from drying out from heated styling tools

-  Heat damage repair*4
[Coating ingredients/Ingredients
for hair surface improvement]
Gamma-Docosalactone
Meadowfoam Delta-Lactone

Gives a pleasantly smooth feeling when used


-  Silicone powder with fine spherical particles
[Smoothing ingredients]
Polymethylsilsesquioxane
-  Heat damage repair*4
[Coating ingredients/Ingredients
for hair surface improvement]
Gamma-Docosalactone
Meadowfoam Delta-Lactone




Human ceramide —the ceramide analog with a strong binding ability —

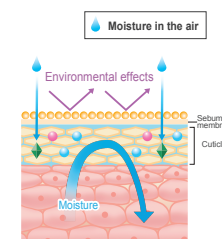
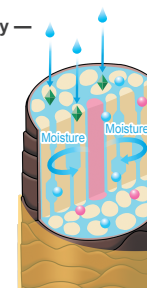
Moisture retention is enhanced by replenishing the intercellular lipid analog, which is weakened in dry hair and sensitive skin.

For hydrating the hair to maintain moisture naturally

-  Amino acid-based emollient agent*2
[Moisturizing ingredients]
Octyldodecyl/Phytosteryl Lauroyl Glutamate
-  Moisture control agent*3
[Moisture absorption ingredients]
Glycerin and sorbitol
-  Human ceramide [Moisturizing ingredients]
Ceramide AP, ceramide EOP and ceramide NP

Comfortable to use in the hair with less stickiness

-  Wax*4
[Hair-setting ingredients]
Shea butter
Rice bran wax (blended only with NOTIO Wax)



*1 The barrier effect prevents the hair and skin from drying out and protects them from harmful effects of the environment with moisture. *2 The amino acid-based emollient agent replenishes the intercellular lipid (CMC and ceramide) analog that maintains healthy hair and skin, and suppresses water loss to maintain moisture. *3 The moisture control agent creates the sensation of naturally moisturized hair by absorbing the moisture in the air into the hair and skin. *4 The wax uses ingredients that are similar to the lipids of the skin (shea butter) and less sticky (rice bran wax) to reduce the amount of stickiness when applied to the hair. *5 For heat damage repair, the ingredients are absorbed by the hair and locked in by applying heat to coat the hair and prevent nutrient loss. *6 Heat damage repair reduces the extent that the cuticle is raised and makes the hair smooth and silky.