

# Japanese beauty device maker YA-MAN targets inflight market



YA-MAN's Medi Lift mask uses low frequency EMS electrodes to achieve a skin toning effect

Japanese beauty device maker YA-MAN is targeting the inflight market. The company's President Kimiyo Yamazaki revealed this to Asia Duty Free.

"We are looking to expand our business in the duty-free industry, and also hope to have the opportunity to sell our products inflight," Yamazaki elaborated when asked about the company's goal.

"Inflight is equipped with so many magazines. People can read and understand about our products. After their flight, they can go to the store to try and buy the products," adds Yamazaki.



President Kimiyo Yamazaki of Japanese beauty device maker YA-MAN aims to sell its products inflight

### Bringing aesthetic technology to homes

Established in 1978, YA-MAN has stores in Singapore, China, Hong Kong, South Korea, Indonesia, Taiwan and Vietnam. The company prides itself for “using technology to recreate the authentic salon experience at home,” according to its website. A Nikkei Asian Review article in 2018 noted that the company achieved a profit of 3.3 billion yen (US\$30.5 million) for the year ended March, which was largely driven by China sales. In the long run, YA-MAN is targeting to hit 30 billion yen (US\$277.3 million) in annual revenue.

YA-MAN sells high-end facial care devices such as the Wavy Mini and Medi Lift mask, in addition to cosmetics, hair and body products. The Wavy Mini is a facial roller that mimics an aesthetician’s hand massage. The device is equipped with a high frequency EMS which works on muscles to achieve anti-aging and enhance one’s skin elasticity.

The Medi Lift mask, which is made of black stretchy silicon, has electrodes that are positioned to target areas around the mouth, eyes and jaws to achieve a skin toning effect in 10 minutes.