

## Japan Esthetic Salon Survey

### ■ Summary

- 30% of respondents have been to an esthetic salon, of which 60% had gone for a facial.
- 34% regularly go to the esthetic salon, while 40% do not go on a regular basis.
- TBC and Takano Yuri Beauty Clinic were the most well known salons, with more than 10% more recognition than the next highest salons.



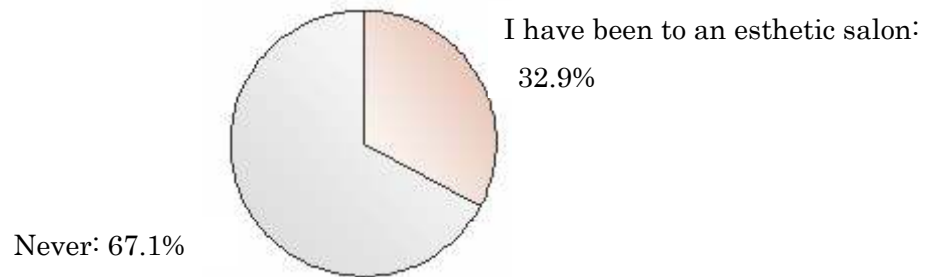
### ■ Background

- Survey target: registered users of the internet community 'MyVoice'.
- Survey method: Web based survey/questionnaire.
- Survey time period: 2006 September 1-5.
- Sample size: 12,882.

Gender	Male	Female	Total	Age	10's	20's	30's	40's	50's+	Total
Sample	5,926	6,956	12,882	Sample	386	2,627	4,971	3,189	1,709	12,882
%	46%	54%	100%	%	3%	20%	39%	25%	13%	100%

## 1. Current state of respondents.

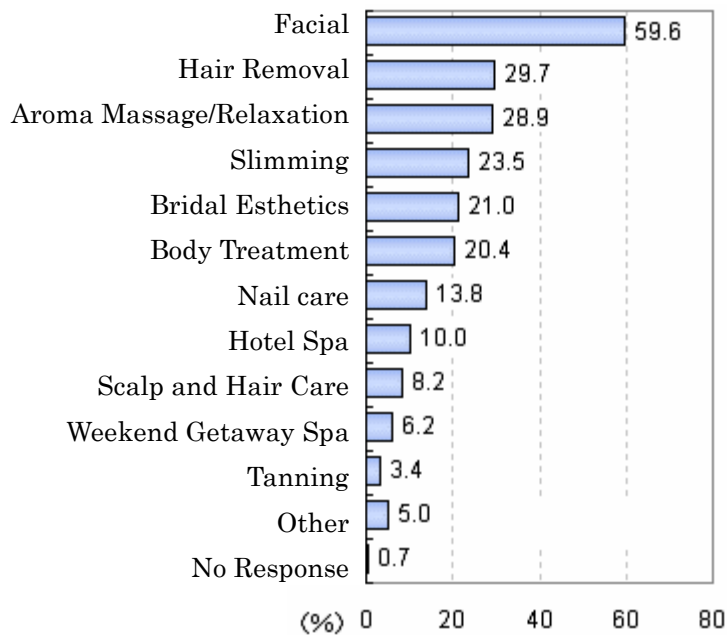
Q. Have you ever been to an esthetic salon? (Excluding shiatsu massage, chiropractor, reflexology, sauna, and germanium bath)



- **30% of respondents have been to an esthetic salon.**

**2. Question for respondent who have been to an esthetic salon.**

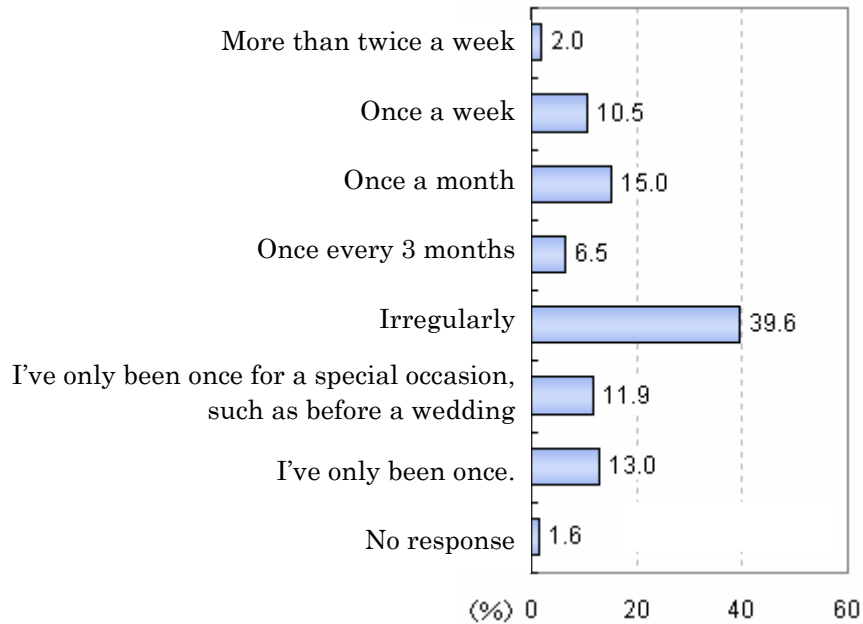
Q: Please select the options which match your experiences. (You may select more than one option)



- **Facials were the most popular with an overwhelming 60% of esthetic salon users having had a facial. The next closest were hair removal, aroma massage, and relaxation massage with a relatively weaker showing at 30%.**

### 3. Usage frequency

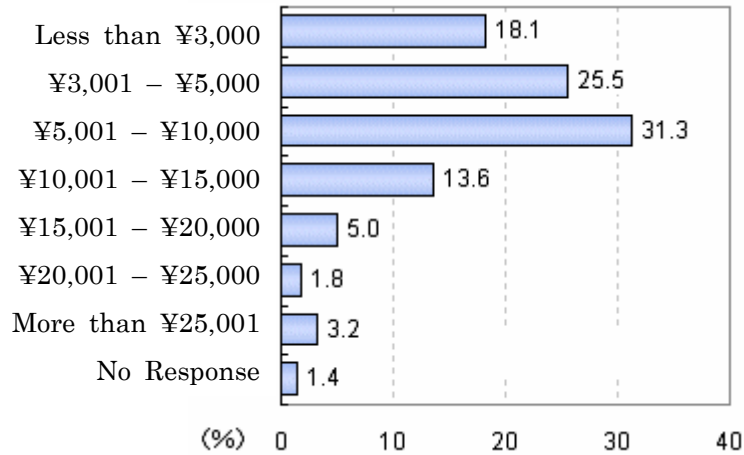
Q: Please tell us, how often do you go to a esthetic salon.



- For the most part, respondents went irregularly (40%), with about 34% going somewhat regularly. About 25% of respondents had only been once, either on their own or as part of a package.

#### 4. Cost per visit.

Q: About how much does it cost per visit?



- 3/4 of the respondents paid less than ¥10,000, while 31.3% paid from ¥5001 - ¥10,000 per visit.

#### 5. Satisfaction.

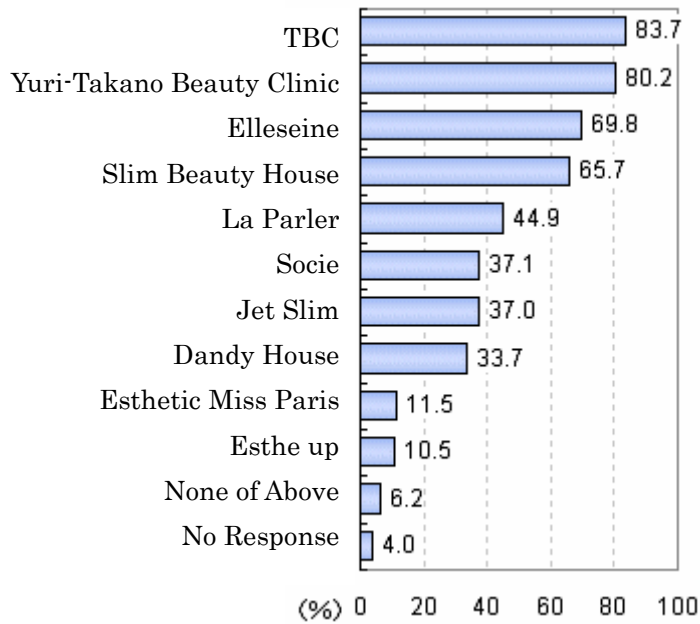
Q: For salons you are going to now, or have been to in the past, please choose the option which most closely corresponds to your overall level of satisfaction.



- About half the respondents were quite satisfied with their salon experiences. 77.6% had their expectations either met or exceeded.

## 6. Esthetic salon recognition.

Q: Please select all the names you are familiar with (you may choose more than one option).



- TBC was the most recognized salon name with 83.7%, with Takano Yuri Beauty Clinic taking a close second place with 80.2%. Third and fourth place were more than 10 points away, with the remaining salons much further down the chart.

## 7. Respondent comments.

Q: What are some of your beauty tips or things you are particular about regarding beauty?

Male, 30. "As much as possible I try not to be thought of as unclean or grubby"

Male, 30 "I try to consistently do many sit-ups, as I'm concerned about stopping my gut from becoming too big"

Male, 66 "1. I do calisthenics every morning. 2. I wear cologne whenever I go out"

Male, 47 "I make sure to have a nice shave everyday. Also, I make sure my skin is clean and clear."

Female, 33 "I don't let stress build up in my life"

Female, 52 "Clean and suitable garments, as well as behavior and a dignified image appropriate for a person of my age"

Male, 42 "I'm kind of an older guy now, but lately I've been trimming my eyebrows, and of course my nose hair too!"

Male, 47 "I make sure my necktie is neatly tied, and my buttons are properly fastened."

Female, 27 "I try to live properly and eat vitamin rich foods".

Female, 54 "I take anti-aging supplements and watch what I eat, and I never skip out on going to the gym"

Male, 18 "I have an olive oil massage, then wash my face. I don't know if this is effective, but it really feels nice. After washing my skin doesn't feel stretched or worn."

Male, 30 "I take collagen."

Male, 43 "Everyday I don't just take a shower or bath, I soak in my tub."

Male, 50 "I take care to notice about bad breath or body odor."

Female, 24 "Occasionally I will go a day without using make up to give my skin a rest."

Male, 48 "I make sure to only put half my body in the tub at a time, to avoid dizziness."

Male, 51 "I care about my skincare."

Female, 32 "Regardless of the season, I take care not to suntan or sunburn."

Source: Translated from *MyVoice*.

<http://www.myvoice.co.jp/biz/surveys/9809/index.html>