

Company Profile

BULK HOMME Co., Ltd.

BULK HOMME pursues the basics of men's skincare and provides new values for men's skin all over the world. It sells products on its official online store as well as at its over 2,900 retail stores and hair salons across Japan. Globally, the products are sold in 11 different countries and regions, including the United States.

On the occasion of expanding its business to Europe in 2020, it began efforts to pursue sustainability with the aim of helping protect the global environment. As a first step, the company replaced plastic containers for its products with paper boxes on a step-by-step basis, reducing the use of plastic by approximately 45.93 tons or more a year.

BULK HOMME's "THE SHAMPOO" won the grand prix in the Hair Product category of the Cosmoprof Awards 2019 in Bologna, in which 608 brands from all over the world participated. The brand's "THE FACE WASH" was also awarded the grand prix in the Best New Male Skin & Body Care Product category of the Pure Beauty Global Award 2020 held by a British beauty and health care media outlet in May that year.

Furthermore, the "BULK HOMME" brand took second place in the same contest's Best New International Breakthrough Brand category in which brands that are likely to be further acclaimed in the next contest are awarded.

BULK HOMME CEO Takuya Noguchi garnered the "EL BORDE" special prize of Forbes' 30 UNDER 30 JAPAN, drawing attention as a business executive who is expected to make great achievements in the future.