



Process from Salon Introduction to Menu Development.

TOKIKATA Promotion

01

Promotion

02

Menu Development

03

Upselling

04

Advanced Treatment



1. Creating Introduction POP

- Create a catchy POP display to highlight it as a new menu item, adding value to the menu.

※Materials for POP can be downloaded from the TOKIKATA website.

2. Promotion via Video

- Convert high-view videos on TOKIKATA into QR codes, allowing customers to watch and spark interest, potentially leading to service bookings.



New customer (Cut)

Cut + TOKIKATA
[First Time Trial ¥500]
Visit Date Conditions :
None specified
Stylist Conditions :
All stylists

3. Trial Campaign

- Offer a 500-yen trial campaign for first-time customers to attract new interest and aim to secure repeat clients.

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Cut + TOKIKATA
[Hair Flow Correction Cut]

Cut + Straight Perm
+ TOKIKATA [Silk Straight]

Cut + Treatment + TOKIKATA
[Premium Treatment]

4. Develop as a Unique Menu Offering

- Positioning TOKIKATA as a unique menu item and integrating it into salon services can enhance added value.
- Selling TOKIKATA tickets as a subscription can boost repeat customer rates.

5. Flow to Getting your Next Reservation

- By suggesting the next reservation during the aftercare consultation following the treatment and encouraging customer repeat visits, it is possible to stabilize sales.



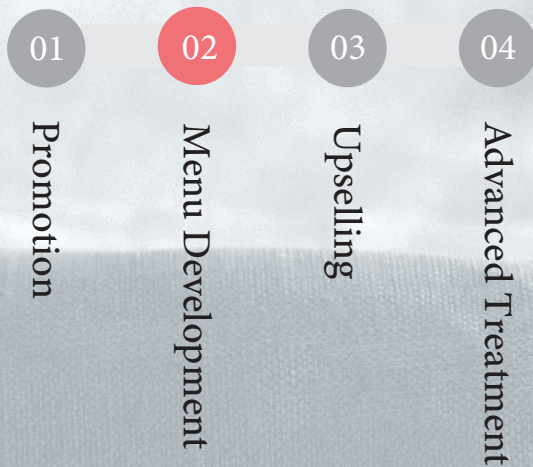
6. SNS Promotion

- By posting videos and photos of TOKIKATA treatments on social media platforms like INSTAGRAM and TIKTOK, it is possible to attract new customers.
- Create an exciting atmosphere throughout the store to evoke a sense of specialness and lead to an increase in prices.

※ Note : Materials for SNS use can also be downloaded from the TOKIKATA website.

TOKIKATA

Menu Development Proposal



Combination with Original Customer Menu

Average Treatment Time :
5 to 10 minutes

Average Treatment Cost :
2,500 yen to 3,000 yen

※ Note: Prices are in Japanese yen.

1. Response to New Customers

- For new customers, we often decline treatments that are solely TOKIKATA.

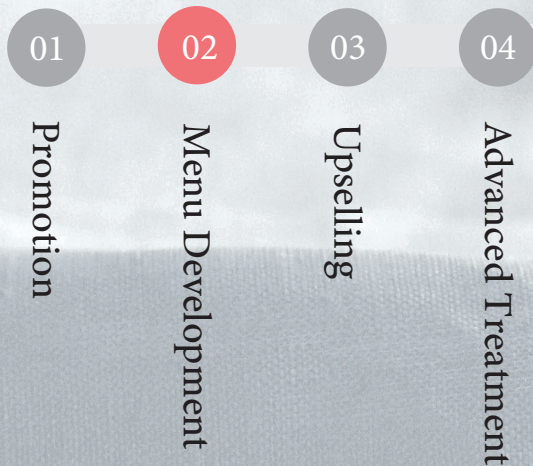
※Note: Treatments that are solely TOKIKATA are acceptable for returning customers!

2. Enhancing with Complementary Services

- Pairing TOKIKATA with other services creates a seamless, elevated experience, making it even more appealing and effective for clients.

TOKIKATA

Menu Development Proposal



Customer Menu and Combination Menu Examples

〈 Combination Examples 〉



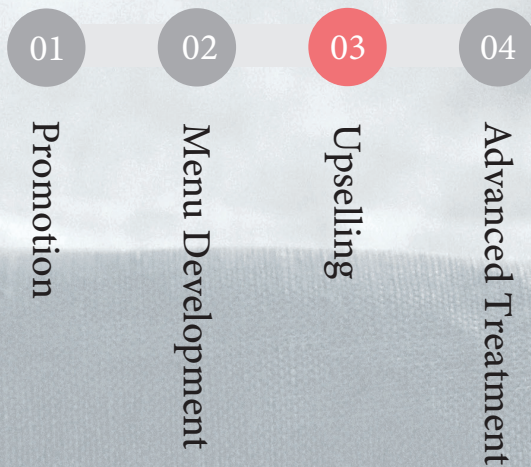
〈 Price Setting Examples 〉

Examples of price settings based on hair length and treatment time:

- Short : 2,000yen
 - Medium : 3,000yen
 - Long : 4,000yen
- or
- 5minutes : 2,000yen
 - 10minutes : 3,000yen
 - 15minutes : 4,000yen

※ Note: Prices are in Japanese yen.

TOKIKATA Upselling



TOKIKATA Ticket



< If the treatment fee is set at 1,500yen >

※Treatment time : 5 - 10 minutes

12-month, 8-session ticket = Sold for 12,000 yen (1.5-month cycle)
6-month, 4-session ticket = Sold for 6,000 yen (1.5-month cycle)

< Process to introducing TOKIKATA Tickets >

1. Promote as the only salon in ○○ Prefecture (region) on SNS and the website.
2. Register as a handling store. (Registration is possible via the TOKIKATA site)
3. Use POP to offer customers the standard TOKIKATA price of 3,000 yen for the first treatment for free or at a discount of 500 yen, which will lead to ticket sales.
4. Promote new customers with TOKIKATA ticket coupons.
5. Achieve both increased unit price and higher repeat rates.

*Prices are in Japanese yen.

Effective ways to utilize TOKIKATA

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• TOKIKATA Before Shampooing (Head Spa, etc.)

Improve Blood
Circulation for
Enhanced Head Spa Effects

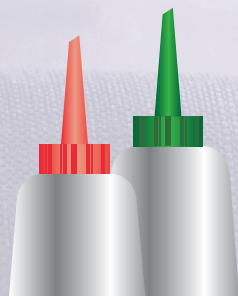
1. For those with silicone buildup
2. For those with oily scalps
3. For those who want to reduce scalp odor



• TOKIKATA After All Treatments and Hand Blow-Dry

Restores Hair and Scalp to
Their Natural State
and Untangles Hair Roots

1. Improves scalp circulation, making it easier to correct hair growth patterns
2. Establishes an anti-oxidizing film from TOKIKATA, extending its effects
3. Mitigates the effects of residual chemicals, such as alkalines after coloring

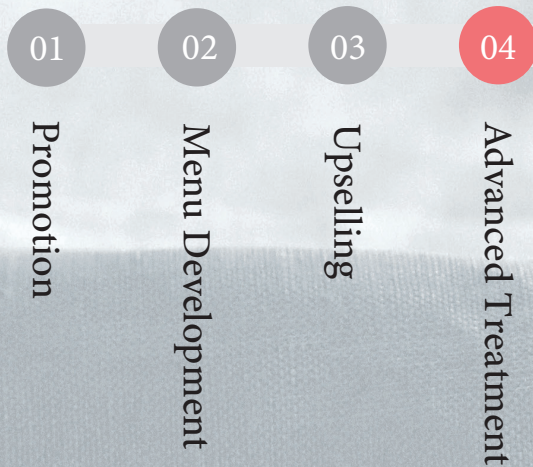


• SUGAMI Before Perm (Before 1st Solution)

Synergy with Perm
Solution for
Enhanced Effects

1. Adds volume by lifting hair from the roots
2. Aligns hair from the roots, making the perm last longer
3. TOKIKATA application enables compatibility with cysteine-based perms

Synergistic effects when combining TOKIKATA with other services



• Effects of Other Treatments × TOKIKATA

Menu	Timing for TOKIKATA	Effects
Color	After coloring	1. Alleviates residual alkalis. 2. Creates shinier hair. 3. For those with sensitive scalps, avoid pre-coloring treatments (Not Recommended) . ※ Rubbing too hard may cause stinging.
Treatment	After treatment	The positive charge of treatment (TR) combined with the negative charge of TOKIKATA results in shinier hair.
Bleach/ Zero-Tech	Before bleaching	The roots lift for added volume and easier application. ※ Applies similarly to hair manicures.
Bleach / Highlights	After bleaching	Weaving becomes easier, allowing for finer and more precise highlights.
Cross Perm	Before and after treatments	Straightening from the roots to the tips of the hair 1. Ideal for those with strong split ends 2. Provides long-lasting effects
Straightening	After treatments	1. SUGAMI creates a natural straight look. 2. BIGAMI corrects from the roots, resulting in shiny hair.
Hair Growth (Scalp Care)	After shampoo	1. SUGAMI is stem cell-based. 2. BIGAMI is a hair growth stimulant.

〈 Effects and Characteristics of SUGAMI and BIGAMI 〉



Scalp Improvement with SUGAMI

For normal hair, thinning hair, and soft hair (all ages)

Increases the mobility of hair roots up to 360°

Improves hair texture to become smooth and softer

~Customer Feedback~

Using it with the hairdryer on my faceline, makes it feel like my face got a lift-up.

I no longer worry about scalp odor.

No more unpleasant odors from the nape of my neck.

Redness and itching on my scalp have reduced.

My scalp feels softer, and the stiffness of my hair has decreased.

Hair Quality Improvement with BIGAMI

For normal hair, stiff hair, and thick hair (all ages)

Correctively moves hair roots (provides flow)

Hair becomes moisturized with elasticity and gives a glossy look

~Customer Feedback~

Using it with the hairdryer to my faceline makes it feel like my faceline is being lifted more than with SUGAMI.

I no longer worry about scalp odor.

Shoulder and neck tension has eased.

Redness and itching on my scalp have reduced.

My scalp feels softer, and dandruff and greasiness has improved.