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Sojitz Corporation

Sojitz Cosmetics Corporation

Sojitz Cosmetics Enters Southeast Asia's Skin Care Market
- In-House Products Sold at Major Indonesian Drug Store Chain -

At the start of June, Sojitz Cosmetics Co. (HQ: Chiyoda-ku, Tokyo; Representative Director: Yukio Matsuki) commenced sales of their in-house cosmetics brand "naturecia" in Indonesia. This move marks the company's first foray into Indonesia's cosmetics market.



From left to right: "Brightening Exfoliator," "Protective Day Cream," and "Protective Night Cream"

Indonesia has experienced remarkable economic growth in recent years, with experts predicting both an increase in middle-income consumers and an expansion of the country's cosmetics market. Utilizing sales channels provided by a major Indonesian drug store chain, Sojitz Cosmetics will sell their cosmetic items at roughly 160 stores in the suburbs of Jakarta.

