

To the Press

December 1, 2020
Rohto Pharmaceutical Co., Ltd.

Fragrance and Sensitivity Research Institute "BÉLAIR LAB"
Releases 13 types of ambient fragrances
Enrich your daily life by transforming space into art with sensibility

"BÉLAIR LAB" operated by Rohto Pharmaceutical Co., Ltd. (Headquarters: Osaka City, President: Masashi Sugimoto) is releasing a "Discovery Set" of five ambient fragrance mini sprays on December 1, 2020. Ambient fragrance sprays and indoor air fresheners of thirteen different scents and artistic concepts will be released on January 18, 2021. The collection and the new brand are meant to enrich your daily life by incorporating the art of fragrance and the latest in scientific research into a new lifestyle, now spent significantly indoors.



BÉLAIR LAB

■ Product Development Background

Since opening in May 2019 as a new business unit of Rohto Pharmaceutical, BÉLAir Lab has run demo-experiments such as improving performance with a scent for soccer players of the Japan Football League (JFL) "Iwaki FC." We

have also created scents that support professional activities for companies such as Work Styling, a shared office environment where you can concentrate on your own work. With working from home becoming the norm, the necessary switch between scenes and feelings day after day has become more difficult in order to achieve a balanced life. BÉLAIR Lab understands that scent stimulates sensibilities and envisions products that can support the feelings and activities of consumers.

■ Meaning of Brand Name "BÉLAIR LAB"

BÉLAIR LAB is a brand that rediscovers the value of high quality, ethical and well designed "fragrances" and takes on new challenges. By combining "BÉLAIR," which is French for "beautiful air," and "LAB," which is jargon for scent laboratory and creative studios, we continue to scientifically demonstrate the diverse values of scent design and fragrances to create a prosperous society.

■ Fragrance Development by a Master Perfumer

Among only hundreds of perfumers in the world – the British Society of Perfumers calculated in last year that there are less qualified perfumers on our planet than astronauts – we welcomed in 2019 French Master Perfumer Christophe Laudamiel, who has been called the greatest inventor of brand new fragrance structures living today, as our chief perfumer (2017). Laudamiel has brought his expertise of fine fragrance together with some of the latest developments in science and technology. Through this unique combination, we are dedicated to providing our customers with new fragrances and scent experiences that seek to enrich the mind.



C. Laudamiel

■ Bottles Designed To Feel

The bottles of the ambient fragrance spray and room fragrance oil are made of Italian glass with a matte, ceramic-like texture. The simple unisex design has a soft texture and dignified appearance that is comfortable in the hand. It will gently accompany your loved ones in their environment. The Discovery Set comes in a miniature glass bottle that is easy to carry and can be used like an atomizer. Each individual fragrance is labeled with a different typographic design according to its mood.



■ 5 Themes For Choosing A Scent

At BÉLAIR LAB, we have classified the scents in five themes so that you can choose the scent not only from your taste but also the feelings, actions or imagery you are looking for in that particular moment or space.

- ① BRIGHTEN UP (Raise your feelings)
BRIGHTENING CITRUS / CHEERING BERGAMOT / PURIFYING GINGER / CHILLING LEMON TEA / SWINGING PEAR
- ② LOOSEN UP (Relax)
SINGING SHINCHA / CHILLING LEMON TEA / SMILING TEAONY / MELTING AMBER / FLOWING COTTON / RELIEVING GREEN
- ③ BE CREATIVE (to enhance creativity)
INSPIRING KODO / SWINGING PEAR / DREAMING GARDENIA / PURIFYING GINGER / BRIGHTENING CITRUS / RELIEVING GREEN
- ④ BE NEUTRAL (to reach a more peaceful or “natural color” body and mind)
RELIEVING GREEN / FLOWING COTTON / CHEERING BERGAMOT / BRIGHTENING CITRUS / SINGING SHINCHA / SMILING TEAONY
- ⑤ ALLURE (attracts)
LOVING FIG / MELTING AMBER / SMILING TEAONY / PURIFYING GINGER / INSPIRING KODO / DREAMING GARDENIA

■ Thirteen Scents To Enrich Your Space And Time

We have sided for unusual quality and ethics. We use precious, high-grade fragrance ingredients from green-chemistry or those that help farmers in significant ways, selected by perfumer Christophe Laudamiel. Some natural

ingredients are chosen according to the latest super-sustainable criteria, such as the Fair Wild(1) or For Life(1) certifications. Fresh fragrance notes from Japanese culture and beyond and respecting multiple connections with nature, are used in abundance.

RELIEVING GREEN, a green scent that makes you feel as if you are in a meadow swaying in the wind. This scent was first qualified with professional soccer players and is now progressing to a medical study with Ethical Board approval, an extremely unusual scientific endeavor in the olfactory world. PURIFYING GINGER brings out one's cleansing and sparkling inner side by bottling plenty of natural freshly-cut ginger, in such amounts inexistent so far to the best of our knowledge on a large scale consumer level. And 11 other highly designed scents such as "SMILING TEONY," which is a peony scent combined with a white tea veil that makes you feel as if you are looking at a painting with a delicate touch.



■ Limited Time Pop-Up Event "Fragrance Art Exhibition Emotions in Tokyo produced by BÉLAIR LAB"

A limited-time pop-up launch event will be held at Omotesando 441 on two days: Dec 18–19th (Fri–Sat), 2020. Part Art pieces from "Emotions" (mianki gallery and Fuercho GmbH Design, Berlin) and other scent shows in New York and Basel, which were all hot olfactory topics in the art scene where perfumer Christophe Laudimiel is active, are coming to trendy Omotesando, Tokyo. Please "enjoy the experience of enjoying" scents as art.

In addition to experiencing all 13 fragrances at the venue and other artistic scent creations, you may also purchase the discovery set, which will be available exclusively online from December 1.

In order to prevent the spread of the coronavirus, this event is by appointment only. Please make a reservation in advance and wear a mask upon arrival. Please kindly cooperate with hand sanitization and temperature checks at the venue.



Event name: Fragrance Art Exhibition Emotions in Tokyo produced by BÉLAIRLAB

Dates: Friday, December 18 and Saturday, December 19, 2020

Opening hours: 11am–8pm both days

Address: 5–12–1 Jingumae, Shibuya–ku, Tokyo Mahal Omotesando Building 1F 441 (Yonyoungichi)

Google Map: <https://goo.gl/maps/gnRPc93RGodGayDA>

Booking Event: <https://www.belairlab.com/event202012>

Artists: Master Perfumer Christophe Laudamiel / Artist Saki Tanaka / Visual artist Atsushi Harata / Floral designer Hideyuki Miyanaga / Art director Chie Norieda

■WEB

BÉLAIRLAB official: <https://www.belairlab.com/>

■Product list

【available as of December 1, 2020】

Discovery set 001

Ambient fragrance spray 7.5ml 5 bottles 9,000yen (excl. tax, approx.. 90usd at today's rate)

1. RELIEVING GREEN
2. PURIFYING GINGER
3. INSPIRING KODO
4. SMILING TEAONY
5. SINGING SHINCHA

【available as of Jan 18, 2021】 ※Available for pre-order from December 1, 2020

RELIEVING GREEN

Ambient fragrance spray 100ml 5,500 yen (excl. tax, approx. 55usd at today's rate)

Fragrance oil 15ml 3,500 yen (excl. tax)

SINGING SHINCHA

Ambient fragrance spray 100ml 5,500 yen (excl. tax)

Fragrance oil 15ml 3,500 yen (excl. tax)

FLOWING COTTON

Ambient fragrance spray 100ml 5,500yen (excl. tax)

Fragrance oil 15ml 3,500yen (excl. tax)

SWINGING PEAR

Ambient fragrance spray 100ml 5,500yen (excl. tax)

Fragrance oil 15ml 3,500yen (excl. tax)

SMILING TEAONY

Ambient fragrance spray 100ml 6,500yen (excl. tax, approx.. 65usd at today' s rate)

Fragrance oil 15ml 4,500yen (excl. tax)

CHEERING BERGAMOT

Ambient fragrance spray 100ml 6,500yen (excl. tax)

Fragrance oil 15ml 4,500yen (excl. tax)

MELTING AMBER

Ambient fragrance spray 100ml 6,500yen (excl. tax)

Fragrance oil 15ml 4,500yen (excl. tax)

LOVING FIG

Ambient fragrance spray 100ml 6,500yen (excl. tax)

Fragrance oil 15ml 4,500yen (excl. tax)

BRIGHTENING CITRUS

Ambient fragrance spray 100ml 6,500yen (excl. tax)

Fragrance oil 15ml 4,500yen (excl. tax)

PURIFYING GINGER

Ambient fragrance spray 100ml 9,000yen (excl. tax, approx.. 90usd at today' s rate)

Fragrance oil 15ml 8,000yen (excl. tax)

INSPIRING KODO

Ambient fragrance spray 100ml 9,000yen (excl. tax)

Fragrance oil 15ml 8,000yen (excl. tax)

CHILLING LEMON TEA

Ambient fragrance spray 100ml 9,000yen (excl. tax)

Fragrance oil 15ml 8,000yen (excl. tax)

DREAMING GARDENIA

Ambient fragrance spray 100ml 9,000yen (excl. tax)

Fragrance oil 15ml 8,000yen (excl. tax)

・“NEVER SAY NEVER” is a registered trademark of ROHTO CORPORATION (Registration No. 5939034).

・ “**BÉLAIR LAB**” is a registered trademark of ROHTO CORPORATION (Registration No. 6317982).

(1) “For Life” and “Fair Wild” are certifications accredited by Groupe Ecocert and granted to certain fragrance ingredients via Laboratoire Monique Remy, an entity of IFF Inc.

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