



# GAMO

## COMPANY PROFILE

MAKE A BEAUTY COMMUNICATION



## PHILOSOPHY

Gamo provides the Best Service  
as the Best Hair-Salon's Partner

We have Three Ideas in our Company philosophy.

1. Our clients are the Hair-Salons and their Hair-Dressers  
We exist to Help and Realize Hair-Dresser's Dreams and Goals.
2. We provide the Best Services and the Best Products  
for improving the services of Hair-Salons.
3. We focus and specialize on Beauty-Business and contribute  
for development of Beauty-Business-Industry.

What are the Keys of Hair-Salons?

Clients who supports the Hair-Salon, Hair-Dressers who provides the qualified technics, Tools which is necessary for Hair-Dressers, and the Space for comfortable services. Gamo supports somehow with these all necessary Keys, and provides Better things through Better ways. The most important benefit for Hair-Salons to tag with Dealer is obtaining Accurate Information. Clients of Hair-Salons are searching latest Hair Trend from Hair-Dressers. Hair-Dressers need to seek and gather the latest Hair Trend as the Hair-Specialist, and the role of Dealer is bringing the new winds for them. We line up more than 20,000 items of Beauty Products and Equipment for improving the Salon service, and provide Seminars for improving motivation of Hair-Dressers thought out a year.



蒲生 茂

## Words from Chairman

Whatever, Whenever, As Much As needed,

As the Best Partner of Hair-Salons, we Gamo groups always look for how we can offer the Best quality service and products for Hair-Salons to prosper continuously. Dealer cannot exist without development of Beauty Industry. Clients who supports the Hair-Salon, Hair-Dressers who provides the qualified technics, Tools which is necessary for Hair-Dressers, and the Space for comfortable services. We cooperate with Brands to improve the quality and line-up of Beauty products which is necessary for Hair-Salons. Recently, the needs of Hair-Salon is getting wider and it is essential to propose new salon services and train specialists to meet such needs. Under such circumstances, we recognize that not only offering products but also proposing what Hair-Salon need for upgrading "Knowledge" , "Technics" and "Hospitality" are important. Gamo groups have branches equipped with offices, studios and pro-shops nationwide all over Japan. We provide seminars and events over 1000 times per year at branches. These seminars cover wide range of themes, from technical, motivation and management improvements. We publish "Gamo News" which is the latest beauty trend magazine, and "cetera" which is the latest beauty products catalogue. We provide accurate information and products that are necessary to contribute to the continued prosperity of Hair-Salons. We sincerely thank you for your continuous patronage.

Chairman  
SHIGERU GAMO



美濃部 徹

## Words from Vice Chairman

Assist the activities that match  
the characteristics of each Hair Salon.

I think the job of Hair-Dresser is turning client's request into reality with their technique and knowledge. It is easy to say, but it is very difficult in reality. Therefore, Hair-Dressers are learning and training day after day. Gamo think supporting the ambition of Hair-Dressers will bring prosperity to their salons, and we focus on human resource development through education activities. I think we are focusing on mainly three activities. 1-Provide environment(studio)where Hair-Dressers learn. 2-Provide more than 1000 seminars, lectures, hair shows, etc yearly, which improve technics and raising humanity as professional Hair Dressers. 3-Assist activities of each Hair Salons through providing relevant information of new products and service. As our business stage spreads throughout Japan, we are striving to enrich branch offices, branches and studio networks from Hokkaido in the north to Kyushu in the south and provide the same service all over the country. We will celebrate 100th year in 2027. It is said that the world is now at the entrance of the Fourth Industrial Revolution and AI・IoT・Big data usage will change business and methodology greatly, but I think the essence of "Dealer Business" will not change. Our activity of delivering customized service which suits each Hair Salons characteristics is inherited from Mr. Gamo, chairman. Our philosophy is "Whatever (hard / soft), Whenever and As Much As Needed", and we would like to challenge by looking at the future, so we can develop together with every Hair Salons.

Vice Chairman  
TORU MINOBE





蒲生 典子

## Words from President

Gamo is the Hair-Salon's partner delivers "Passion".

When we search the word "Beauty" in the English dictionary, it explains "It is something gives happiness or appeal to emotion to the people". The fascination of Hair-dressing is giving clients smiles, and they appreciate to it. Hair-dressing is wonderful business which gives happiness and pleasure to clients through specialized technics. What can we, Gamo do for these Hair-Dressers to success and develop the industry? All Gamo's employees are always acting in mind. The growth of Hair-Salons come from branding of salons, activation of services, improvement of technics, development of human resource, and many other elements. Our philosophy is "Whatever, Whenever and As Much As Needed". Our activities are based on this philosophy and support Hair-Salons. And "Needs of Hair-Salons" change depends on the periods. It is not rare that the value of beauty changes by the new trends through product innovation and technical innovation. Gamo's mission is provide precious products and accurate information that fits to the trends by forecasting the market environment of daily, three years period and five years period. New ingredients and technical innovation gives the possibilities of texture, nuance, and styles that were difficult to design before. Also, the accessories and equipment often improve the technics and services of Hair-Salons. Products and technics are the driving force of beauty technologies and salon services to make the history of hairstyle. We, Gamo, would like to deliver "Passion" to each Hair-Salon through looking to the performance and charm of each product, that improve the beauty technologies and expand the new hair styles. The foundation of beauty business is the relationship of peoples, and this relationship means infinity possibilities. Each Hair-Dressers have their own dreams and vision. We support all their dreams and visions to be successful as the best partner.

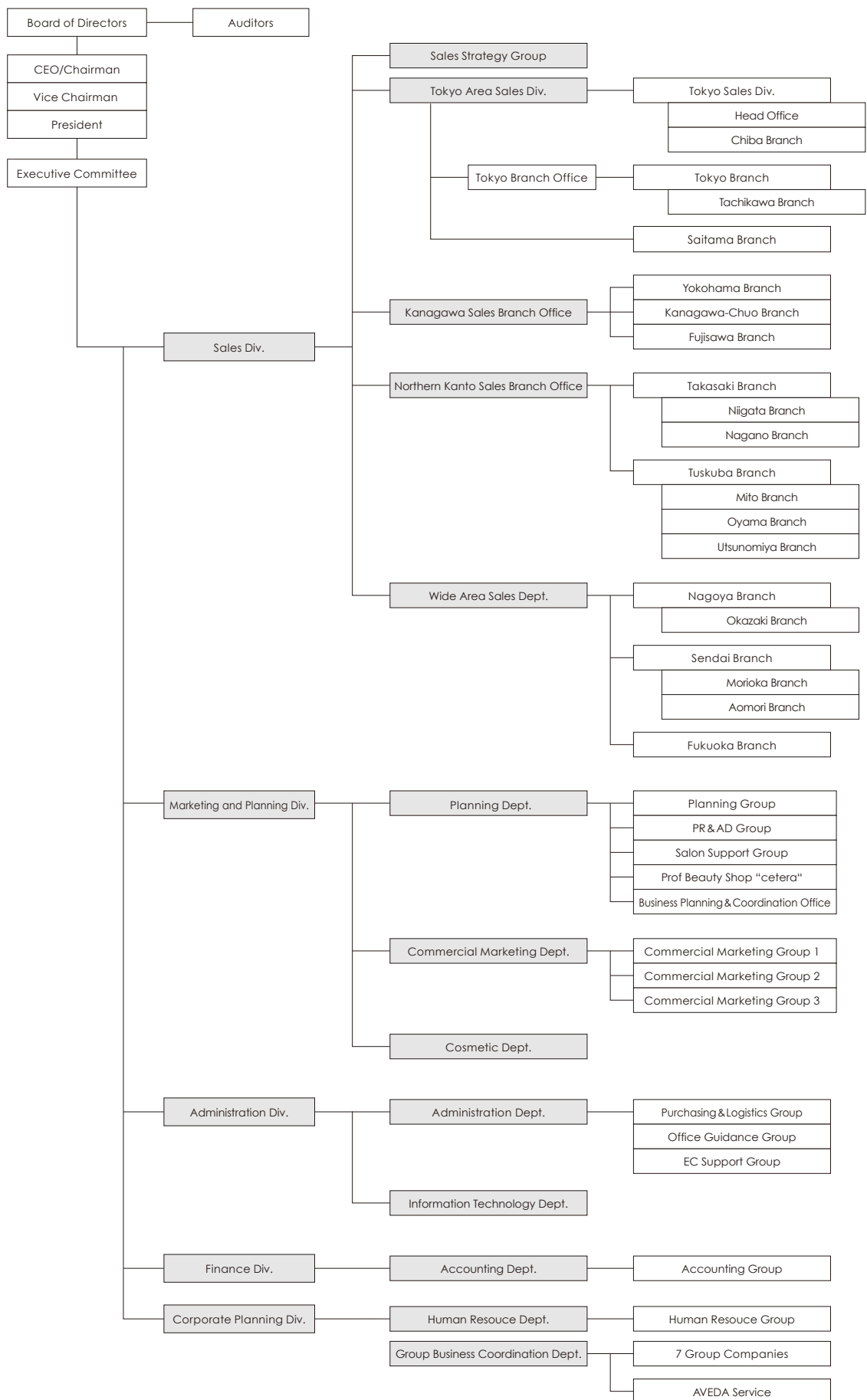
President  
NORIKO GAMO



## COMPANY PROFILE

Business Contents	General Beauty Trading Company Sales of beauty business supplies and equipment Offer beauty latest information, goods Event, Hair Show etc Human resource development of the salon
Foundation	1927
Established	1976
Capital	60,000,000 JPY
Number of Employees	476 as of 1 April, 2018
Turnover	25.2 Billion JPY (as of March 2018) 25 Billion JPY (as of March 2017) 22.9 Billion (as of March 2016) 21.4 Billion (as of March 2015) Record has increased for 42 consecutive years since its establishment.
Executives	CEO / Chairman Mr. Shigeru Gamo Deputy Chief Executive Mr. Toru Minobe President Ms. Noriko Gamo
Offices	Head Office / 2chome, Minami-Aoyama, Minato-ku, Tokyo Branch / Offices Tokyo Sales Department / Tokyo Sales Office, Tokyo Branch Office, Tachikawa, Chiba Kanagawa Sales Branch Office / Kanagawa-Chuo, Yokohama, Fujisawa Northern Kanto Sales Branch Office<Joshinetsu-Area> / Takasaki, Niigata, Nagano <Eastern Kanto-Area> / Saitama, Oyama Wide Area Sales Division / Nagoya, Okazaki, Sendai, Morioka Fukuoka Opens September, 2018 with new office
Affiliated Company	Aveda Service, Co., LTD Joint Company founded with Estee Lauder to carry Aveda Brand
Group Companies	Gamo Kansai. Co., LTD (Kyoto-shi, Kyoto) Gamo Hokkaido. Co., LTD (Sapporo-shi, Hokkaido) Gamo Hiroshima. Co., LTD (Hiroshima-shi, Hiroshima) Gamo Tsukuba. Co., LTD (Tsukuba-shi, Ibaraki) Onishi. Co., LTD (Okayama-shi, Okayama) Hikota. Co., LTD (Kanazawa-shi, Ishikawa) Washizu. Co., LTD (Kumamoto-shi, Kumamoto)

# ORGANIZATION CHART



## MAKERS / BRANDS



Hair Cosmetics / ARIMINO, WELLA, SYSTEM PROFESSIONAL, milbon, Aujua, Villa Lodola, schwarzkopf, ESSENSITY, LORÉAL, KÉRASTASE, SUNCALL, SHISEIDO PROFESSIONAL, THE GROOMING, ADENOVITAL, DEMI COSMETICS, FLOWDIA, EraL, NAKANO, napla, Neway Japan, b-ex, PIACELABO, hoyu, LebeL, SEE SAW, PAUL MITCHELL, MUCOTA, SAFETY, SUNNY PLACE, Techno-Eight, oggi otto, HAHONICO, REAL chemical, RENE FURTERER, AMATORA, POLA, F's beauty, Land planning, ESTESSIMO, of cosmetics, KOEI-kagaku, JEWEL COSMETICS, chiyoda-kagaku, deartech, PACIFIC PRODUCTS, La CASTA, b-first, Feau Fleur, Hair Tech Japan, TEATRICO, MY HONEY, KOKOBUY, grancourage, Mud, OLIOSETA, MOROCCANOIL, TIGI, OLAPLEX, KAO SALON JAPAN, GOLDWELL, ORIBE, &NINE, REVO WATER

Beauty Implements / TAKIGAWA, TAKARA BEAUTY MATE, ONISHI, KIKUBOSHI, TAKEDA, HAMA, HARA, NICHIRI, YAMANO, IRIYA, INTER COSME, ALPHA BRAIN WORLD, S-HEART-S, LUMIELINA, MITSUYA, Regina, EUROPRESTIGE, Beaylax, YUKARI JAPAN, FONTAINE, LEONKA, TAKARA BELMONT, OOHIRO, NAOMOTO, SUCCEED, HIKARI, UTSUMI, MIZUTANI, JOEWELL, Hyper Soft

Cosmetics / shu uemura, ALEXANDRE DE PARIS, HENRIV, Immudyne, UTOWA, ESTHEDERM, SAMPAR, GERnetic, JIYUGAOKA CLINIC, Josiane Laure, CEFINE, TONI TANAKA, PHYTOMER, glo minerals, BULK HOMME, PAUL SCERRI, SHIGETA, euglena, SOTHYS, Ella Baché, VITAL MATERIAL, 32°C, ELECTRON, Qi, PRO LASH, EYEZ, TAKIGAWA Nail, Calgel, CND, Bio SCULPTUREGEL, OPI, Dr.Nail, NAIL PARTNER, Nail Labo, paragel, Auto Nail

Affiliated Company / AVEDA

## ANNUAL EVENTS

April / New Employee Entrance and Orientation

May / New Employee Assignment

June / Employee Training Trip

July / Second Year Employee Training, Third Year Employee Training

September / Tokyo Beauty Congress, Gamo Creative Hair Show,

New Sales Employee Training

October / Gamo Overseas Trip

November / Foundation Day 17th November,

Gamo Creative Hair Show, B.DOORS (Employment Event)

December / Year End Party

January / New Year Ceremony

February / Gamo Overseas Tour, New Employee Follow up Training

March / Cosmoprof Bologna Tour

# HISTORY



- 1927 / Started as foundry of Seijiro Gamo Shop in Bunkyo-ku, Tokyo.  
Started selling Japanese first Ozone facial equipment.
- 1936 / Held "East West Beauty Congress" in Osaka and invited foreign hair-dressers.
- 1938 / Mr. Seijiro started selling Ozone facial equipment and permanent equipment all over Japan.
- 1957 / Moved Head office to Suginami-ku, Tokyo.
- 1960 / Mr. Shigeru Gamo took over the business from Mr. Seijiro Gamo.
- 1976 / Established Gamo. Co., LTD.
- 1980 / Started Gamo Tour.
- 1981 / Started Winding Contest (now as Tokyo Beauty Congress).
- 1983 / Moved the Head Office to Shonan, Suginami-ku, Tokyo. Opened Gamo Technical Studio.
- 1990 / Started publishing Gamo News.
- 1991 / Opened Kanagawa Branch Office in Kanagawa Prefecture.
- 1996 / Launched Gamo web-site.
- 1997 / Launched Cosmetic Business Department.
- 1998 / Opened Takasaki Branch and Studio in Gunma Prefecture.
- 1999 / Opened Aoyama Studio in Tokyo.
- 2000 / Opened Oyama Sales Office in Tochigi Prefecture.  
Opened Yokohama Branch and Studio in Kanagawa Prefecture.  
Opened Aoyama Office and B-Zone shop in Tokyo. Moved Logistic warehouse to Fuchu-Shi, Tokyo.
- 2001 / Opened New Oyama Branch, Studio and B-zone Shop in Tochigi Prefecture.
- 2002 / Opened Aobadai Branch, Studio and B-zone shop in Kanagawa Prefecture.  
Opened Sendai Sales Office in Miyagi Prefecture. Started First Tokyo Beauty Congress (Technical Contest).
- 2003 / Built new Head office building (now as Head Office of Aveda Service KK) in Aoyama, Minato-ku, Tokyo.  
Opened B-zone shop at Tokyo Branch Office.
- 2004 / Opened Sendai Branch, Studio and B-zone Shop in Miyagi Prefecture.  
Opened B-zone shop Yokohama in Kanagawa Prefecture and B-zone shop Takasaki in Gunma Prefecture.
- 2005 / Opened Saitama Branch, Studio and B-zone Shop in Saitama Prefecture.
- 2006 / Opened Nagoya Office. Opened Fujisawa Branch, Studio and B-zone Shop in Kanagawa Prefecture.
- 2007 / Opened Nagoya Branch, Studio and B-zone Shop in Aichi Prefecture.  
Otake. Co., LTD in Hokkaido joined Gamo group.
- 2008 / Opened Nagoya Branch.
- 2009 / Opened Chiba Sales Office. Gamo Kansai. Co., LTD in Kyoto established.  
En-do Shoji in Hokkaido joined Gamo group.  
Otake. Co., LTD renamed into Gamo Hokkaido. Co., LTD and built new office building.
- 2010 / Opened Tachikawa Sales office and Studio.
- 2011 / Onishi. Co., LTD in Okayama joined Gamo group. Yuwa. Co., LTD in Hiroshima joined Gamo group.
- 2012 / Moved Head Office, Studio and B-zone Shop to 2chome Minami-Aoyama, Minato-ku.  
Opened Kanagawa-Chuo branch in Kanagawa Prefecture.  
Tsukuba Sun-Beauty. Co., LTD in Ibaraki joined Gamo group.
- 2013 / Opened Fukuoka Sales Office in Fukuoka Prefecture. Started First Tokyo Hairdressing Awards.  
Yuwa. Co., LTD and Hiroshima sales office of Onishi. Co., LTD joined and established Gamo Hiroshima Co., LTD.  
Tsukuba Sun-Beauty. Co., LTD renamed as Gamo Tsukuba. Co., LTD and rebuilt new office building.  
Hikofa. Co., LTD in Ishikawa joined Gamo group.
- 2014 / En-do Shoji renamed as Gamo Hokkaido-East. Co., LTD.  
Washizu. Co., LTD in Kumamoto joined Gamo group.  
Ryutendo. Co., LTD in Hokkaido joined Gamo Group. Opened Nigata Branch and Studio in Niigata Prefecture.
- 2015 / Opened Chiba Branch, Studio and B-zone Shop in Chiba Prefecture.
- 2016 / Built new office building (Tokyo Sales Department) in 5chome Minami-Aoyama, Tokyo.  
Opened Nagano Branch, Studio and B-zone Shop in Nagano Prefecture.  
Opened Morioka Branch, Studio and B-zone Shop in Iwate Prefecture.  
Opened West Japan Logistics Center in Osaka.
- 2017 / Opened Okazaki Branch, Studio and B-zone Shop in Aichi Prefecture.  
Gamo Hokkaido. Co., LTD, Gamo Hokkaido-East. Co., LTD and Ryutendo. Co., LTD merged.
- 2018 / Renewed Tokyo Branch Office, Studio and B-zone.  
Opened Fukuoka Branch, Studio and cetra beauty shop fukuoka.  
Opened Aomori Sales Office and Studio. Opened Mito Branch, Studio and B-zone by Gamo Tsukuba Co., Ltd
- 2019 / Opened Utsunomiya Branch, Studio and cetra beauty shop utsunomiya.  
Expanded Tachikawa sales office to branch office, expanded studio, opened cetra beauty shop tachikawa.
- 2020 / obayashi Bizai Shoji. Co., LTD in Nagoya joined Gamo group.  
Moved Head Office, Studio and Professional Beauty Shop cetra TOKYO.  
Gamo Tsukuba Co., Ltd. was dissolved and merged with Gamo. Renamed all B-zone shops to cetra

## GAMO COMPANY PROFILE



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