

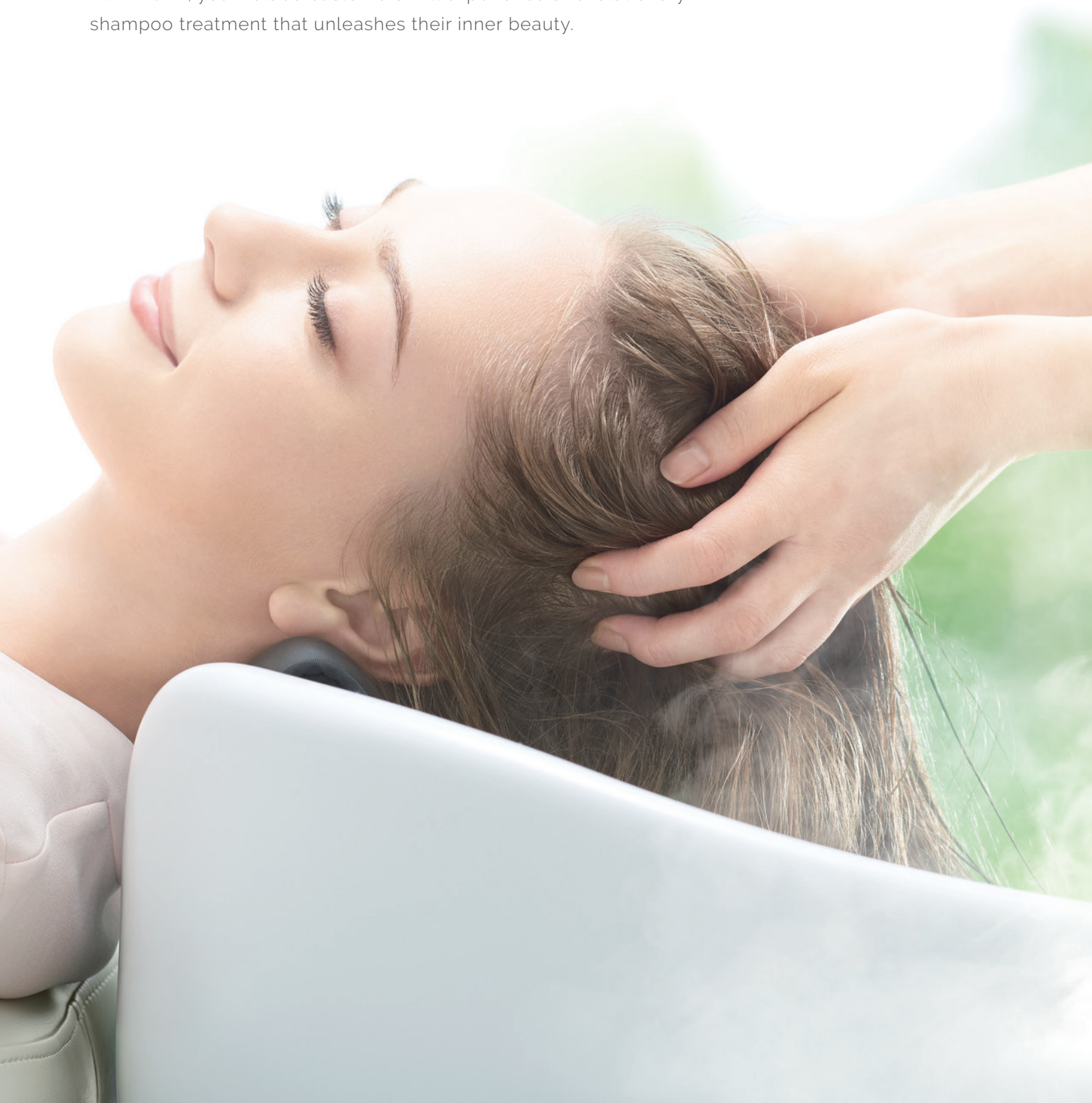


Y U M E S P A
Dream Shampoo

TAKING BEAUTY TO THE NEXT LEVEL

AN UNFORGETTABLE SENSORY EXPERIENCE

True beauty comes from within, when the soul is at peace — With YUME SPA, your valued customers will experience a revolutionary shampoo treatment that unleashes their inner beauty.



YUME SPA'S FULL-FLAT CHAIR

DELIVER A DREAM-LIKE EXPERIENCE

A shampoo chair that is so relaxing it is literally sleep-inducing.

A mist that enhances the treatment and infuses the hair with moisture.

A professional shampooing technique that combines comfort and effectiveness.

To nurture healthy, luxurious hair, YUME SPA offers total care—
not only for the hair and scalp but also the root of all beauty: the soul.



SOOTHING NOT ONLY TO THE HAIR
AND SCALP, BUT ALSO THE SOUL



TAKARA
BELMONT

YUME SPA SYSTEM

PROVIDES AN UNFORGETTABLE SENSORY EXPERIENCE

The Yume concept of relaxation quality is also emphasized in Yume Espoir. Full-flat seats, neck devices, and sitting styles have inherited the comfortable functionality and technology cultivated with Yume.

- Full-flat seats that let customers relax
- Neck devices maintain comfort even during lengthy treatments
- Sitting styles let staff provide treatments in comfort



SPA MIST II

Mist Processor

Offers complete control over mist temperature and quantity.

YUME SHAMPOO

Shampoo Chair

Offers your customers unmatched comfort.

YUME STOOL

Affords hairstylist complete freedom of movement.

YUME SPA

Three elements of the new services

EQUIPMENT

YUME SERIES + SPA MIST II

Specialized equipment that provides total care

TECHNIQUE

Original services that leverage the power of mist

ENVIRONMENT

Spaces that offer ultimate comfort

BENEFITS

Benefits YUME SPA brings to your salon

Builds loyal customers

Attract new customers while preserving profitability

First-time customer

YUME SPA's unique value-added services, which complement coloring and styling, will be more attractive for customers.

Repeat customer

First-time customers are more likely to return.

Loyal customer

Trust and attachment customers feel keeps them coming back. Each loyal customer attracts others, creating a success spiral.

Shampooing space becomes sales creation space

(Increase in average spend per customer)

With the introduction of YUME SPA's menu of services, your shampooing space will begin generating profits like never before.

Boosts over-the-counter sales

The combined soothing and beautifying effects of YUME SPA's unique services create satisfied customers who are more likely to buy home hair care products offered in the salon.

Builds rapport

The sensory nature of the YUME SPA experience engenders trust and deepens communication between hairstylists and customers.



EQUIPMENT
SPA MIST II

SPECIALIZED EQUIPMENT THAT PROVIDES TOTAL CARE

Warm mist envelops and permeates the hair, enhancing the performance of the treatment and soothing not only the hair and scalp, but also the soul.



YUME MOTORIZED

Luxury model – a supremely relaxing spa experience

YUME SPA

HAND & NAIL CARE

BASIN UNIT

- Backwash basin
- Adjustable height
- Height of neck position: 23"-37"

CHAIR

- Extra-wide seat

SEAT COLOR

■ IVORY
 ■ CAMEL
 ■ DARK BROWN
■ BLACK
 ■ BROWN

DIMENSIONS: W30" | D78" | H38"



YUME ESPOIR MOTORIZED

Most stylish and technically versatile model – with two designs and an array of colors to choose from

YUME SPA

MASSAGE

BASIN UNIT

- Backwash basin
- Height of neck position: 32"

CHAIR

- Adjustable leg rest

SEAT COLOR

GRADE I VINYL
 GRADE II VINYL

DIMENSIONS: W26" | D77" | H37"



YUME IXI MANUAL

Space-efficient model – combining comfort with efficiency.

LIGHT YUME SPA

BASIN UNIT

- Backwash basin
- Height of neck position:
 - Seated operation: 33"
 - Standing operation: 36"

CHAIR

- Slide-out footrest

SEAT COLOR

■ WHITE
 ■ BLACK
 ■ DARK BROWN

DIMENSIONS: W26" | D65" | H37"



ORIGINAL SERVICES THAT LEVERAGE THE POWER OF MIST

Tried-and-tested techniques that relax the body and optimise the effect of mist on hair and scalp.

SPA MIST II

Control the temperature and quantity of mist—
Helping you provide the best YUME SPA treatment

Spa Mist II was developed with a focus on using the power of mist with its tremendous potential. An ultrasonic transducer, vibrating at 1.6 million times per second, generates a fine mist of microscopic water particles. The temperature and quantity of the mist can be freely controlled, enabling treatments to better permeate the hair and deepening the effect of relaxation.



Point 1

Uniform heating for a consistent finish
Mist fills cap, infusing hair with moisture and uniform warmth, so treatment naturally permeates every strand.

Point 2

Cooling sustains the treatment
The cooling function locks the treatment particles into the hair. The mist heating and cooling functions combine to give longer-lasting results.

Point 3

Relaxation
Open Mist provides gentle heating for comfort, for a soothing, luxurious experience.

OPEN MIST

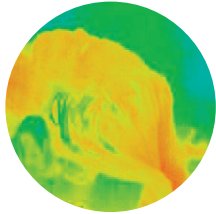
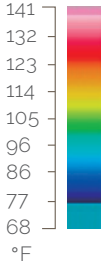
Warmth Creates Comfort

Uniform heating for a consistent finish

- More easily allows hairstylist to give customer a comfortable shampoo and scalp treatment
- Mist and warmth combine to relax customer



Hair temperature change (during shampoo)



Without Open Mist

- Hair gradually cools, resulting in not only less lather but also cold lather
- Customer feels cold



With Open Mist

- More shampoo lather is generated and hairstylist's hands slide easily through hair.
- Customer gets a warm, comforting feeling from faceline to behind the ear.

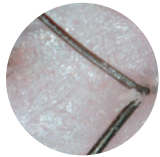
SCALP CARE

Open Pores to Clean Scalp

- Moisturising and heating opens pores, freeing scalp of keratotic plugs and debris
- With minimal stress on scalp, keratotic plugs and debris are removed for a beautiful clean



State of pores and scalp



Before Treatment
Hardened sebum clogs pores.



Mist Heating
Moisture spreads throughout scalp, opening pores and liquefying sebum
8 minutes of heating 119°F



After Shampoo
Debris is removed and pores are open and clean.

HAIR CARE

Penetrates deep into hair for longer-lasting effect

- Opens cuticle layers so treatment particles can go deep into hair
- Cooling closes cuticles to keep hair healthy



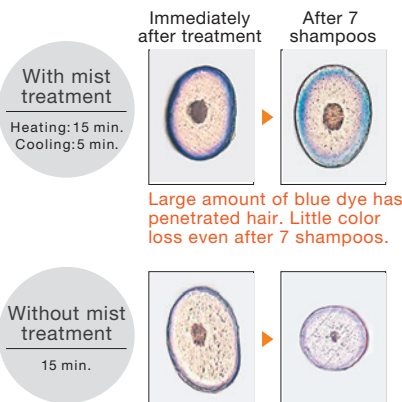
Level of penetration and durability

Data 1, 2, and 3 are based on tests where dyeing capacity and level of penetration are assessed using acid dye on bundles of grey human hair.

Data 1: Surface comparison (after applying dye)

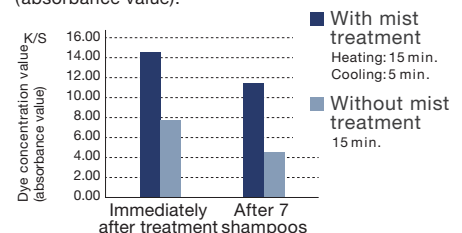


Data 2: Cross section comparison (after applying dye)



Data 3: Comparison of dyeing capacity and lasting strength

The hair bundle in Data 1 was measured with a spectrophotometer and a graph made using the K/S value, which is an equivalent of the dye concentration value (absorbance value).



Measuring the dye concentration by light absorption, a mist-treated hair bundle has higher dyeing capacity and greater durability just after treatment, even after seven shampoos, as compared to a hair bundle where the dye sets naturally.

*Similar results were achieved with treatment agents.

ENVIRONMENT

Spaces that offer
ultimate comfort

SPACE THAT OFFERS ULTIMATE COMFORT

From the moment they step into this sensory space, your customers' process of healing begins, making them want to return again and again.





YUME STOOL

Stool tilts 360° allowing free movement.

Dimensions:
W17" x D17" X H27"



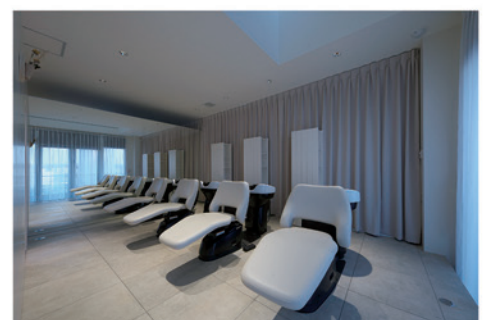
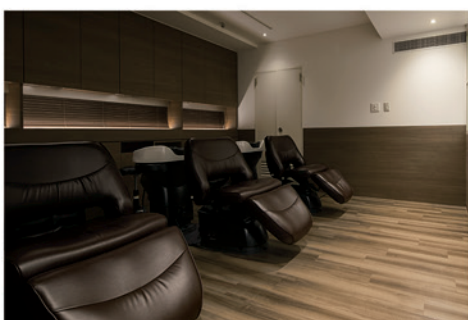
YUME ESPOIR STOOL

Stool tilts forward and back freely.

Dimensions:
W17" x D17" X H27"

YUME GALLERY

Some models shown may not be available in the United States.

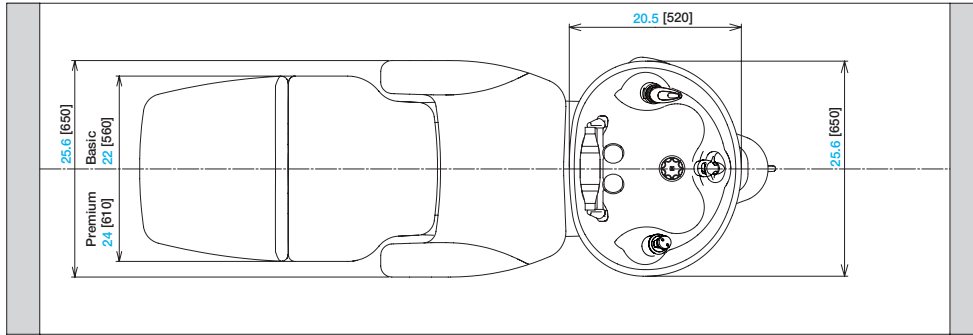


SPECIFICATIONS

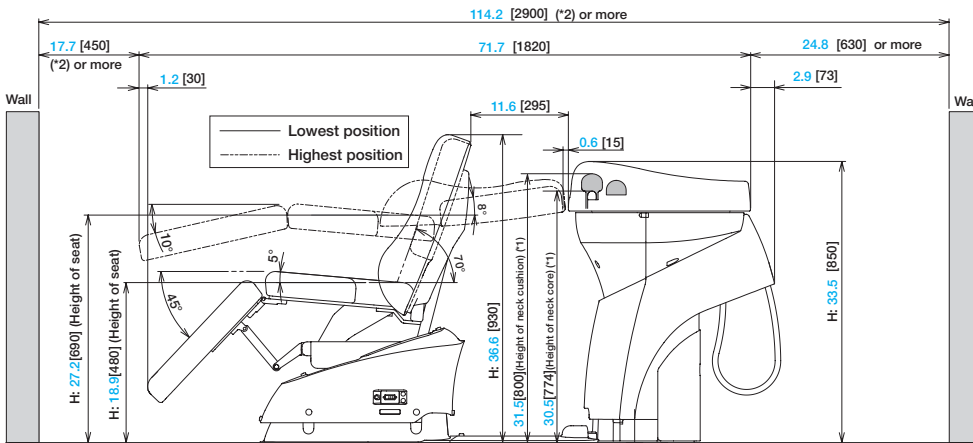
[Overall layout diagram] (Unit : inch [mm])

Unit: Backwash type Chair: Adjustable Leg Rest Seat: Basic

Top view



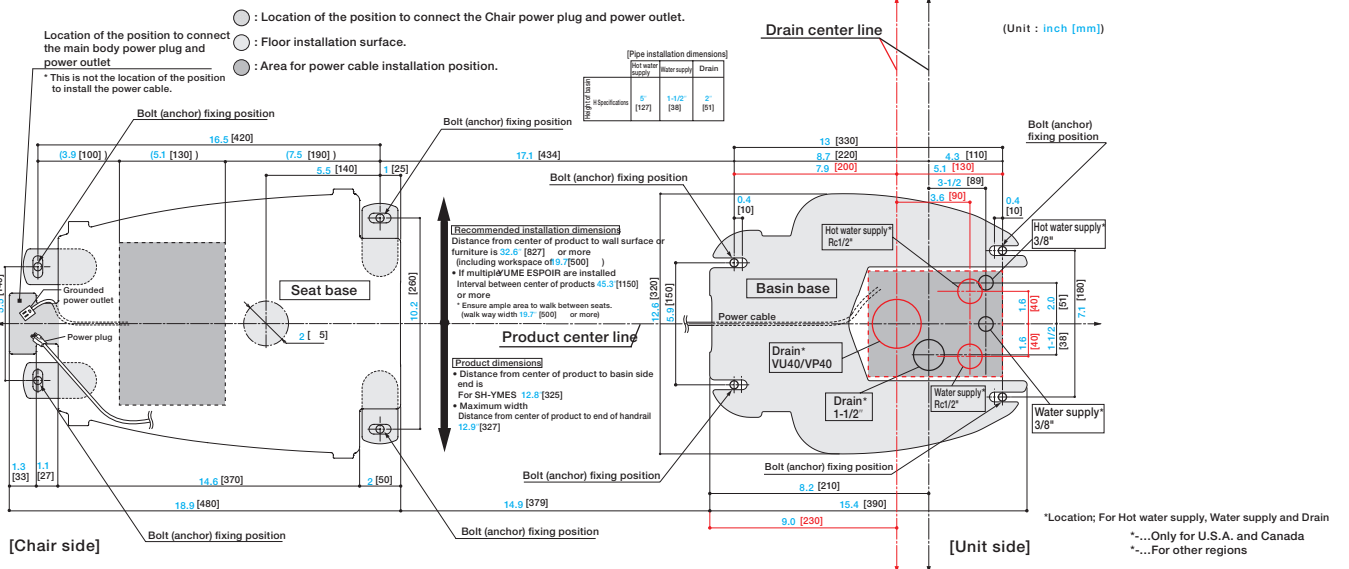
Side view



*1 The dimensions listed above may vary slightly from product to product.

*2 Ensure that there is ample space surrounding the seat for extremely tall customers or if the surrounding area is used as a passageway.

	Height of neck cushion	Height of neck core
Backwash Type (AY-EXESYM)	31.5 [800]	30.5 [774]



YUME