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FRAGRANCE AND PERSONAL CARE

## L'Oral widens reach in Asia with acquisition of Takami Co.

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*L'Oral posted its best sales growth in a decade this year. Image credit: L'Oral*

By LUXURY DAILY NEWS SERVICE

Beauty group **L'Oral** has clinched a deal to snap up the Japanese skincare company Takami Co. as it looks to widen its influence across Japan and China.

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The acquisition offers L'Oral the chance to market Takami's wildly popular skin peel products, which had sales revenue of about 50 million euros, or \$61.2 million at current exchange, last year. The financial terms of the deal, which is expected to close in the next few weeks, have not been disclosed.

"We are very pleased to welcome the Takami brand into our portfolio," said Cyril Chapuy, president of L'Oral Luxe, in a statement. "Its reputation in Asia matches the remarkable quality of its products."

### A bit of history

Established in 1999, Takami is a skincare brand, with a focus on peeling products, owned by Dr. Hiroshi Takami, founder of a pair of dermatological clinics in Tokyo. As part of the acquisition, L'Oral has renewed a brand licensing agreement with Dr. Takami and signed a collaboration contract with the Takami clinics.

The Takami brand is best-known for a skin peel pre-serum, which is also called the "Little Blue Bottle" in Asia. Mainly available in Japan and China, where it is particularly popular, the iconic product is marketed via an omnichannel distribution strategy, with a focus on ecommerce and subscriptions.



*Takami's skin peel products are popular in Japan and China. Image credit: L'Oral*

"Born from the expertise of the aesthetic and dermatological Takami clinics, our products provide the quality and the efficacy expected by the most demanding Japanese consumers," said Yuji Okamura, president and owner of Takami Co. in a statement. "After 21 years of growth in Japan, we are thrilled to join the L'Oral Group, the world's leading beauty company, which will allow us to develop our brand thanks to its scientific and international expertise."

With a portfolio of 36 brands and 88,000 employees, L'Oral generated sales of 29.87 billion euros last year or \$36.6 billion at current exchange.

It has scores of brands in lines such as skincare, haircare, cosmetics and fragrances at all tiers of pricing and a reputation for forging lucrative tie-ups.

Adding to its extensive repertoire of branding partners, just last year, Italian fashion label Prada signed a long-term deal to have its luxury beauty products, created, developed and distributed by the French cosmetics giant.

In doing so, Prada joined the ranks of Lancme, Yves Saint Laurent, Kiehl's, Giorgio Armani, Ralph Lauren, Maison Margiela, Viktor&Rolf, Guy Laroche, Proenza Schouler, Cacheral and Helena Rubinstein, all brands whose beauty products are made by the L'Oral Luxe division ([see story](#)).

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