

Company Profile

Company Name	AIDA Co., Ltd. (Entrex Group)
Capital	50 million JPY
Founded	April 2, 1984
Incorporated	April 16, 2021
Head Office	7F BYGS Building, 2-19-1 Shinjuku, Shinjuku-ku, Tokyo 160-0022, Japan
Miyagi Main Factory	42-4 Douda, Takaya, Okuma, Watari-cho, Watari-gun, Miyagi 989-2324, Japan
Sendai First Plant	4-1 Kamihamakaidou, Okuma, Watari-cho, Watari-gun, Miyagi 989-2351, Japan
Sendai Second Plant	195-59 Kitadoronuma, Yamamoto-cho, Watari-gun, Miyagi 989-2201, Japan
President & CEO	Sho Tanakadate

Official Website



aidacompany.jp

Lit.Link



Downloading catalogs are available in Japanese and English.

AIDA Co., Ltd.

7F BYGS Building, 2-19-1 Shinjuku, Shinjuku-ku, Tokyo 160-0022, Japan

Entrex group

AIDA

by **E**
entrex inc.



Leave Your Cosmetics OEM Needs to



We operate one of the largest cosmetics facilities in Tohoku.

Backed by over 40 years of expertise, our factory produces most cosmetics—makeup, skincare, and hair care—through in-house manufacturing.

Our technical strength—refined through our pro-use brand “Butaiya”—

supports high-quality

OEM development trusted across film, theater, and leading beauty brands.



Movie posters



Watari Town, Miyagi Prefecture



A Leading Cosmetics Factory in Tohoku

ISO 22716
BUREAU VERITAS
Certification



ISO 22716 Certified in October 2018



Miyagi Main Factory

We offer a full range of cosmetics—from skincare and makeup to hair care—manufactured with advanced equipment and trusted quality.

Our 4,500 m² GMP-compliant main factory features Class 100,000 cleanrooms and strong safety measures, enabling consistent-quality production.

Expertise gained from our pro-use brand “Butaiya” is directly applied to OEM development.

Main Factory: 42-4 Douda, Takaya, Okuma, Watari-cho, Watari-gun, Miyagi 989-2324 Japan

ISO 22716
BUREAU VERITAS
Certification



ISO 22716 Certified in October 2018



Sendai Second Plant

Leave Powder Products and Raw Material Processing to Our Second Plant Supporting Film, Theater, and Professional Makeup Through Specialized Manufacturing

Our Sendai Second Plant specializes in powder cosmetics—such as foundations, eyeshadows, and scalp-use powders, powder packs and bath salts. We additionally perform raw material surface treatment, allowing custom formulations tailored to client needs.

Second Plant: 195-59 Kitadoronuma, Yamamoto-cho, Watari-gun, Miyagi 989-2201 Japan

Cosmetics Today Embrace a More Ethical Approach

More than
94%

Natural
Origin
Index
(including water)

We use naturally derived ingredients suitable for a wide range of OEM cosmetics.

Choose Ethical Cosmetics That Are Gentle for You and Considerate of the Environment.

Formulated to be suitable for a variety of skin types and to provide a mild, comfortable use.

Natural Fit Concealer



Natural Origin Index: 98%

Natural Shake Base



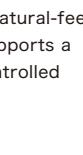
Natural Origin Index: 94%

Natural Primer

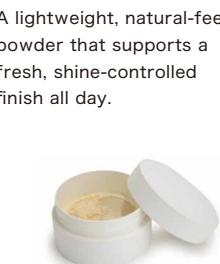


Natural Origin Index: 99%

Natural Loose Powder



Natural Origin Index: 97%



A lightweight, natural-feel powder that supports a fresh, shine-controlled finish all day.

Natural Lipstick



Natural Origin Index: 94%

Natural Massage Gel



Natural Origin Index: 98%

Ginger extract, caffeine, and glucosyl hesperidin refresh the look of tired areas and support a warm, comfortable feel.

Natural Cleansing Gel



Natural Origin Index: 99%

A cushiony gel that lifts away impurities and leaves skin fresh, with ginger extract and glucosyl hesperidin supporting a warm, comfortable feel and plant-derived surfactants for a smooth finish.

The Natural Origin Index, based on ISO 16128, shows the percentage of natural and naturally derived ingredients.



Acquired SPF is available

**SPF 50+
PA++++**

Cuts SPF/PA testing costs and time, with a light feel that supports a protected-looking complexion.

UV-absorber free **SPF50+ / PA++++**

UV Liquid Foundation



A liquid foundation with micro powders for smooth, even coverage and shine control.

UV-absorber free **SPF50 / PA+++**

UV Pressed Powder Foundation



A pressed powder that evens the look of spots and pores with a smooth, long-lasting finish.

UV-absorber free **SPF50+ / PA++++**

UV Cool Face Powder



A cooling face powder that refreshes makeup and keeps the finish smooth when reapplied.

UV-absorber free **SPF50+ / PA++++**

UV Loose Powder



A loose powder that brightens dullness, helps blur pores and fine lines, and keeps shine down.

SPF50+ / PA+++

UV Cream



A lightweight cream that applies smoothly and keeps skin looking fresh and moisturized.

SPF50+ / PA+++

UV Pressed Powder



A portable pressed powder for natural touch-ups and a smooth, balanced finish.

SPF20 / PA++

UV Lip Balm



A soft-textured lip balm with blended oils and waxes for smooth, conditioned lips that stay comfortable.

OEM Quasi-Drug Development with AIDA



AIDA already holds the required active ingredient approvals.

Fastest product launch!

Formulated with **tranexamic acid**.

A quasi-drug makeup series

that supports a bright, well-conditioned look while you wear it.

Quasi-Drug Liquid Foundation

A brightening liquid foundation with a smooth, adhering texture for an even, long-lasting finish.



Quasi-Drug Pressed Powder

A brightening pressed powder with oil-absorbing ingredients for a smooth, shine-controlled finish that lasts.



Quasi-Drug Brightening Lotion

A hydrating lotion with six herbal extracts for a clear, refreshed look and soft, conditioned skin.



Quasi-Drug Brightening & Conditioning Serum

A dual-action serum that supports a clear, balanced complexion with conditioning ingredients.



Quasi-Drug Brightening Cream

A moisturizing brightening cream with conditioning benefits for a smooth, luminous look.



Leave Dark-Tone Powder Formulations to

AIDA

For quick, targeted touch-ups on roots and part lines.

A scalp-use foundation that helps conceal noticeable areas with easy, on-the-go application.



Puff-Style Scalp Foundation

A puff-integrated powder that helps conceal noticeable roots and part lines with quick, easy application.



Infused with hyaluronic acid and collagen.

Long-wearing, water-resistant feel.

Available in three easy-to-use shades.

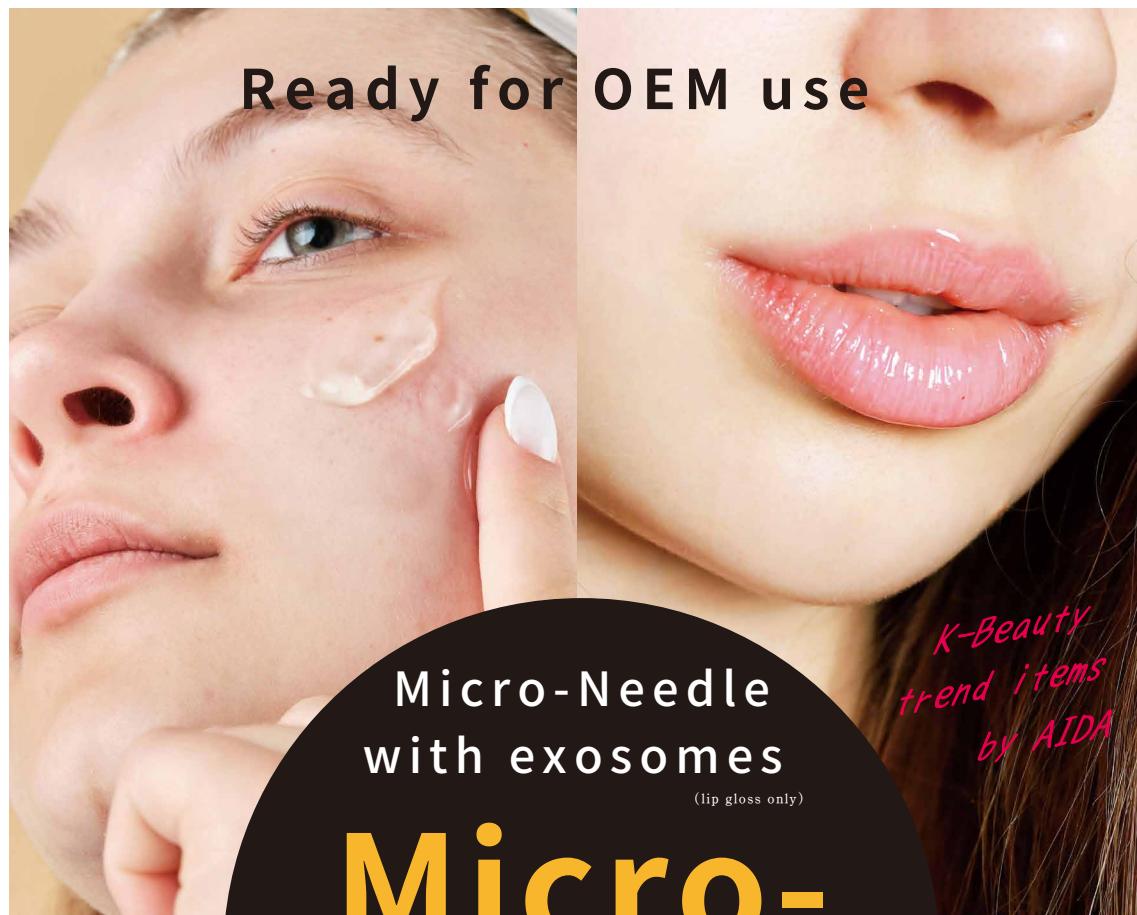
We also offer hair-cover products in foundation- and mascara-like formats.



Cream Type /
Cushion
Foundation Type



Mascara
Type



Ready for OEM use

Micro-Needle with exosomes
(lip gloss only)

Micro-Needle Series

Micro-Needle & Exosome



Lip Gloss

A plumping gloss with a cool, refreshing feel and a smooth, cushiony finish.

With cooling plump-effect ingredients

Plumping Ingredients

- Triglyceride extract
- Menthone glycerin acetal
- Ginger root extract
- Vanillyl butyl ether

Beauty Ingredients

- Human cord blood-derived stem cell exosome extract
- Hydrolyzed chitin

Needle-Inspired Ingredient

- Human adipose-derived cell culture extract



Skincare

A cream-textured formula that leaves the skin feeling firm, smooth, and moisturized.



Foundation / Cushion Foundation

A micro-needle-inspired foundation for smooth coverage and a hydrated, natural look.



Fragrance -Inspired Skincare Series

Luxurious care for skin and mind, enriched by fragrance.

A refreshing, aromatic skincare line that uplifts the senses and leaves the skin feeling renewed.



Fragrance Toner



Fragrance Milk Lotion



Fragrance Hand Cream

A rich fragrance that turns daily care into a relaxing moment.

Startup Support

Minimum Order: 100 Units

Choose
from 50
Ready-to-Launch
Formulations

(as of September 2025)



Just Add Your Label — and It's Ready!



Your original label design
instantly transforms
the product's look.

※Sample Design

Small-lot compatible. Bulk and packaging can also be customized upon request.

Production Capabilities



Make Up



Body Care

- Makeup Base
- Color Corrector
- Foundation
 - Liquid
 - Stick
 - Cream
 - Bi-phase
 - Powder
 - Cushion
- Pressed Powder
- Loose Powder
- Concealer
- Eyeshadow
- Mascara
- Lash Serum
- Eyebrow
- Blush
- Lip Products
 - Lipstick
 - Lip Gloss
 - Lip Cream



Skin Care

- Cleanser
- Face Wash
- Toner
- Emulsion / Cream
- Serum
- All-in-One Gel



Hair Care

- Shampoo
- Conditioner
- Hair Treatment
- Color Treatment
- Gray Coverage
- Hair Milk



Others

- Laundry Detergent
- Laundry Softener
- Bath Salt

Video introduction for
our OEM formulation proposals
are available.

