

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

EX entrex group



by **EX**
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



A Leading Cosmetics Factory in Tohoku

Watari Town,
Miyagi Prefecture



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



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

A high-coverage
concealer with
soft-focus
pigments for a
smooth, even,
natural-looking
finish.

Natural
Origin Index:
98%



Natural Shake Base

A lightweight,
brightening
primer with
oil-absorbing
powders for a
fresh, shine-con-
trolled finish.

Natural
Origin Index:
94%



Natural Primer

A gentle,
natural-inspired
primer with 90%
natural essences
for a fresh,
hydrated feel.

Natural
Origin Index:
99%



Natural Loose Powder

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

Natural
Origin Index:
97%



Natural Lipstick

A hydrating lipstick with
freeze-dried hyaluronic
acid for smooth, full-look-
ing lips
and even, beautiful color.

Natural
Origin Index:
94%



Natural Massage Gel

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

Natural
Origin Index:
98%



Natural Cleansing Gel

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.

Natural
Origin Index:
99%



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

Acquired SPF is
available

SPF50+
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

Start your
quasi-drug project
with us.

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 condition-
ing ingredients.



Quasi-Drug Brightening Cream

A moisturizing brighten-
ing cream with condi-
tioning 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 notice-
able 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.

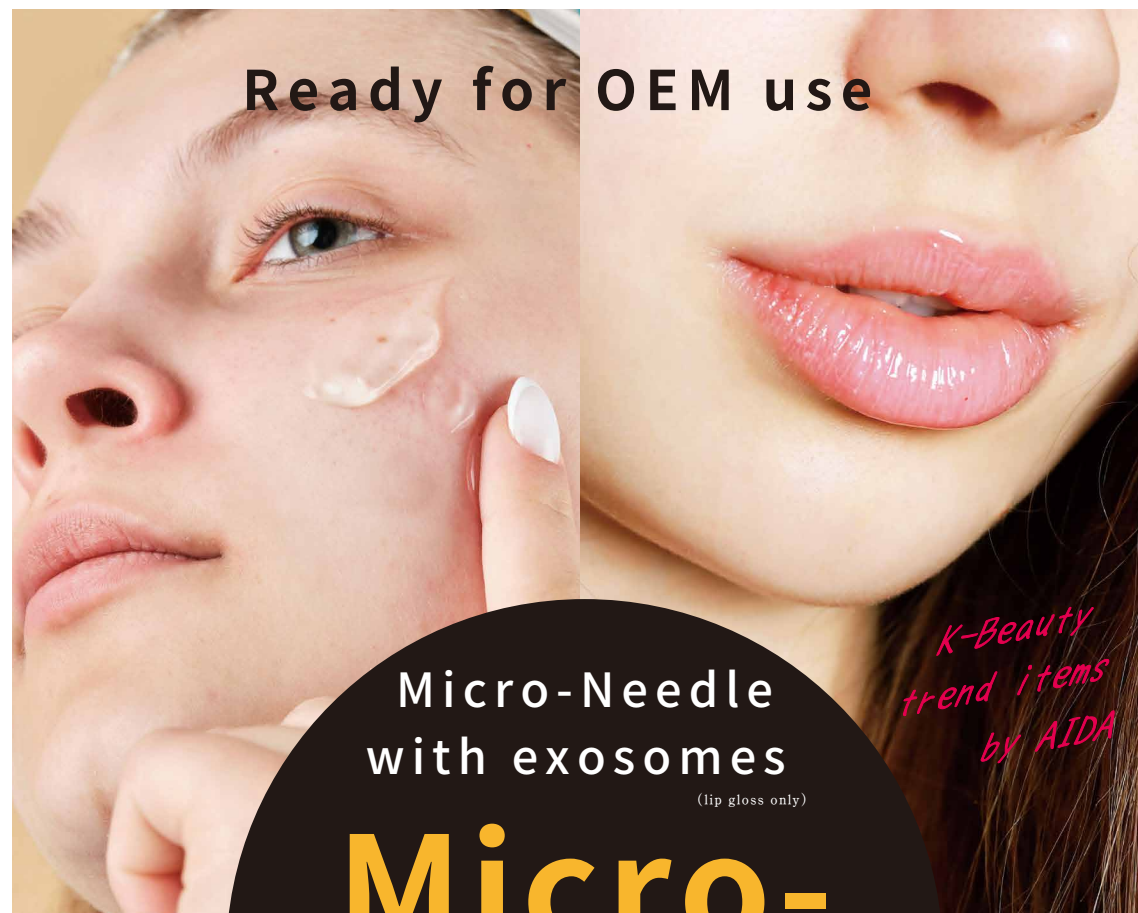
We also offer hair-cover products in foundation- and mascara-like formats.



Cream Type /
Cushion
Foundation Type



Mascara
Type



Micro-Needle Series

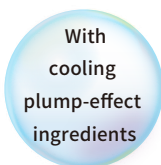
K-Beauty trend items by AIDA

Micro-Needle & Exosome



Lip Gloss

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



Plumping Ingredients

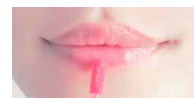
- Triglyceride extract
- Menthone glycerin acetal
- Ginger root extract
- Vanillyl butyl ether

Beauty Ingredients

- Human cord blood-derived stem cell exosome extract
- Human adipose-derived cell culture extract

Needle-Inspired Ingredient

- Hydrolyzed chitin



Micro-Needle

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.



Luxurious care for skin and mind, enriched by fragrance.

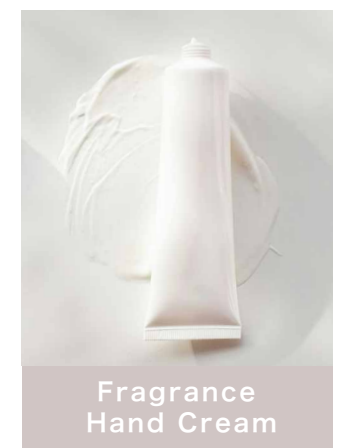
A refreshing, aromatic skincare line that uplifts the senses and leaves the skin feeling renewed.



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!



※Sample Design

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

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

Production Capabilities



Make Up

- 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



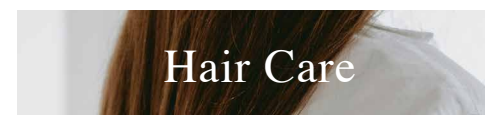
Body Care

- Body Wash
- Body Cream
- Hand Cream
- Body Powder
- Lash Serum
- Sunscreen



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.

