



HIROE STYLE LAB.INC

hiroecosmetics.com

HIROE HIRANO

HIROE STYLE LAB.INC CEO

Entrepreneur/ Producer

Blending over two decades of beauty expertise with her dual life between Hayama and California, Hiroe Hirano creates innovative well-being products that honor both Japanese tradition and scientific advancement. Her mission centers on empowering authentic living through a holistic approach to beauty.

As founder of CERAPLE, Hiroe developed a gender-inclusive skincare line featuring award-winning upcycled ceramides, while her lifestyle brand Welles celebrates nature's gifts through artisanal products like crystal candles crafted with Japan's renowned artisans.

Hiroe's creations have achieved million-seller status, earned recognition in leading publications like VOGUE and anan, and secured placement in prestigious retailers including Isetan Shinjuku and Takashimaya. Through her work, she continuously bridges inner wellness with outer radiance, offering transformative beauty experiences that respond to modern needs while fostering meaningful connections.



MARKET PRESENCE

Exclusively available at Japan's most distinguished retail establishments: Isetan Shinjuku, Hankyu Umeda Osaka, Takashimaya, and carefully selected premium boutiques.

Endorsed by leading publications VOGUE and anan, with consistent recognition in Japan's authoritative "Best Cosmetics" rankings. A decade-long heritage of creating trusted skincare that honors Japanese beauty traditions while embracing scientific advancement.



2024 ISETAN SHINJUKU
EVENT & TALK SHOW

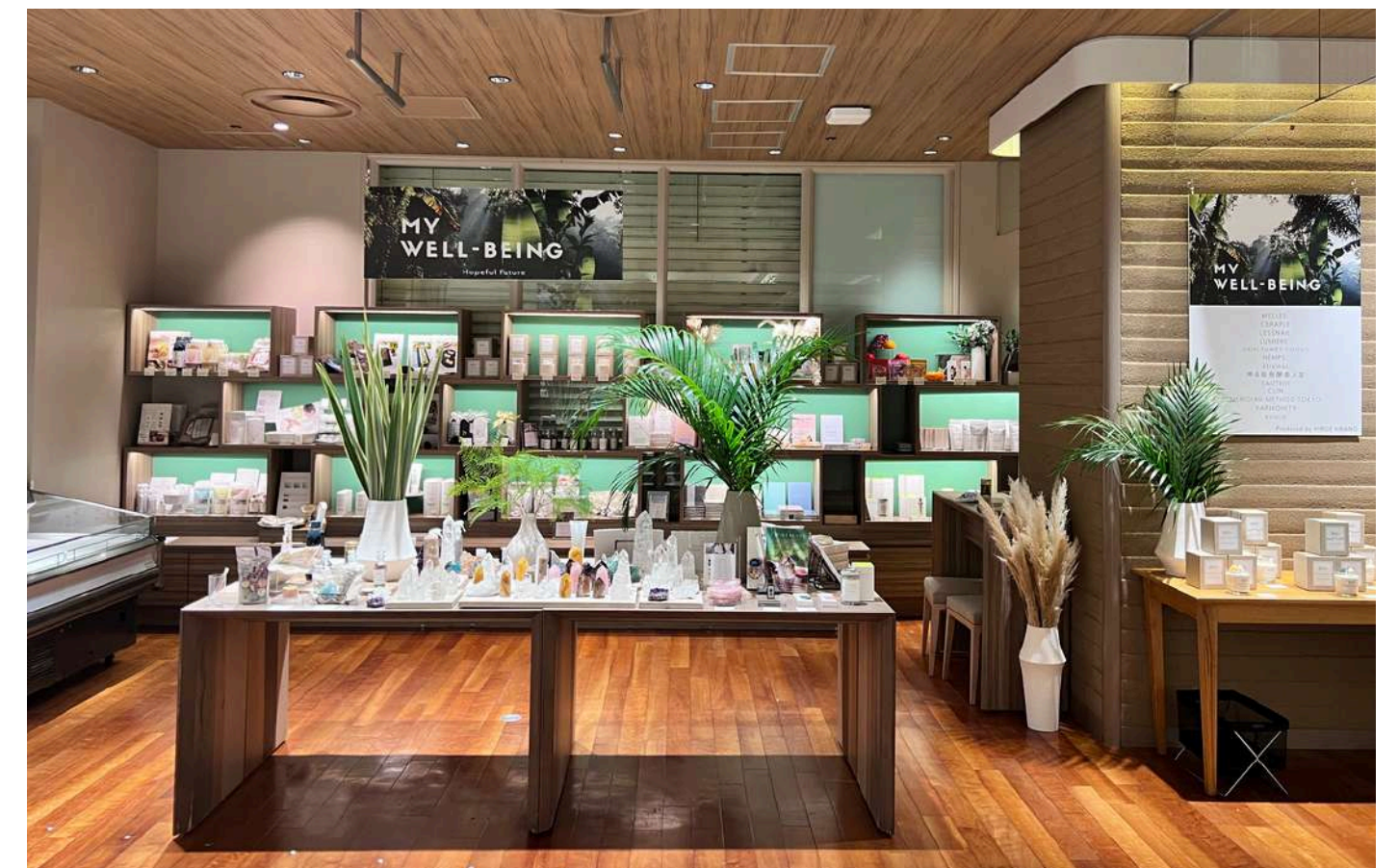
EVENT PRODUCTION

ISETAN SHINJUKU
HANKYU UMEDA
TAKASHIMAYA
TSUTAYA..etc



We host curated promotion events in select venues including Isetan Shinjuku, Osaka Umeda Hankyu, Takashimaya and Tsutaya Books. These presentations thoughtfully combine contemporary themes with considered design elements, offering visitors fresh perspectives and meaningful experiences.

Our events bring together not only our own products but also carefully selected partner brands that share our vision and values. This collaborative approach creates a community of engaged attendees while fostering natural connections between people, brands, and ideas—honoring traditional values while embracing new possibilities.



BRAND



- Innovative Skincare
- Fusion of organic wisdom and scientific excellence
- Inspired by the Japanese concept of "Hare and Ke. Rhythm of "Ke" (daily care) to reveal "Hare" (natural radiance)
- Breakthrough koji-derived ceramides meet traditional beauty wisdom
- Award-winning sustainable up-cycled ingredients
- Borderless skincare transcending gender and skin types



LOGO / 家紋 (KAMON)

The CERAPLE logo is inspired by our family traditions. The design symbolizes harmony with nature and the healing properties of cloves, and represents a connection to our ancestors who studied Japanese medicine and herbalism and served as court physicians at Okayama Castle during the Edo period.

This connection to tradition guides our approach to skincare —thoughtfully blending scientific innovation with natural elements to enhance your skin's natural beauty.

CERAPLE

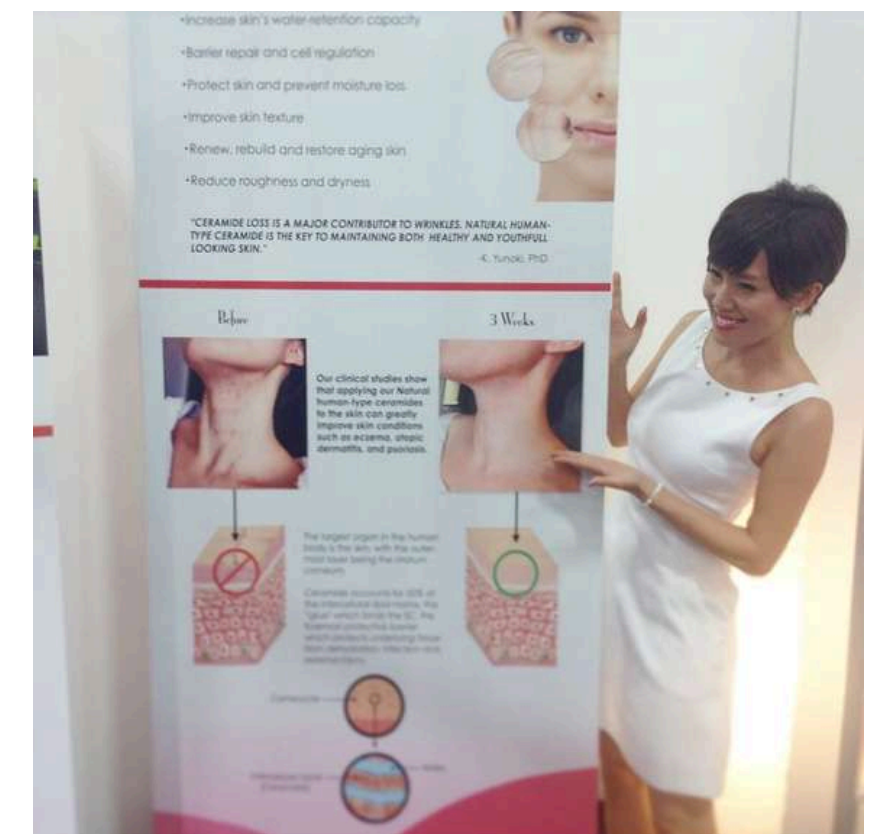


STORY

Hiroe Hirano's journey in the beauty industry began with her own skin concerns. While studying in Tokyo, she was inspired by a beauty therapist who combined makeup techniques with emotional wellbeing. This approach resonated with Hiroe, guiding her to develop her unique perspective on beauty.

Over the years, Hiroe has worked with thousands of clients through various roles as a therapist, educator, and writer. Her path to innovation began when she was introduced to natural human-type ceramides in the byproducts of traditional Japanese soy sauce production. After experiencing remarkable improvements in her own skin, she showcased this discovery at Cosmoprof in Las Vegas. This inspired her to collaborate with researchers to develop a formula beneficial for all skin types and genders, ultimately creating Ceraple.

Ceraple has since been featured in major Japanese retailers and received recognition in publications including Vogue. Hiroe continues to bridge Japanese beauty traditions with contemporary science, aiming to share her approach to skincare internationally.





LUXURY OIL + SERUM

*30mL ¥9,680

乾燥ケア、バリアケア
シワ、エイジングケア

A genderless, borderless skincare solution for unwavering mature skin. This high-performance serum combines Natural Human-Type Ceramide with essential lipids and plant-derived ingredients to balance moisture and oil, promoting firm, radiant skin with refined texture.

Key Ingredients **Wrinkle Care | Hydration | Anti-Aging | Skin Refining**

- Natural Human-Type Ceramide- Ceramide AP, NP, NS- Sphingomyelin- Glycosylceramide
- Phytosphingosine - Shea Butter- Jojoba Oil-TSUBAKI Oil
- Essential Oils (Geranium, Lavender, Bergamot)



VITALITY BALM

*30g ¥8,470

乾燥、シワ、
バリアケア、潤い

Centered on vitality, this rich-textured balm melts into skin for targeted care. Features Reishi mushroom, Bakuchiol, and Japanese Rosa multiflora, promoting resilient, bright skin.

Key Ingredients **Wrinkle Care | Firmness | Dryness | Deep Moisture**

- Bakuchiol- Natural Human-Type Ceramide- Reishi Extract
- Kukui Nut Oil- Murumuru Butter- Shea Butter- Japanese Traditional Botanicals
- Essential Oils (Geranium, Lavender, Bergamot, Cedarwood)



GROUNDING OIL IN LOTION

*200mL ¥6,600

ひきしめ、毛穴、
潤い、ハリ

A dual-phase oil lotion targeting skin firmness. Features ancient plant and marine sediment extracts with Witch Hazel distilled water for deep hydration. Enriched with 10 traditional Japanese herbs.

Key Ingredients **Firming | Lifting | Elasticity | Pore Care**

- Witch Hazel Distilled Water- Humus Extract- Coconut MCT Oil- Natural Human-Type Ceramide- Bakuchiol- Traditional Japanese Herbs Blend- Essential Oils (Geranium, Lavender, Bergamot, Cedarwood)



CLEARING BATH SALT

*300g ¥4,510

A clearing ritual for body and mind, promoting relaxation during bath time. Features a proprietary blend of mountain and sea minerals with 100% organic ingredients.

Key Ingredients

- Crystal Rock Salt- Himalayan Salt- Hemp Charcoal
- White Sage- Essential Oils (Geranium, Lavender, Bergamot, Atlas Cedarwood)

For All Skin Types, Including Sensitive Skin

BRAND



- Mindful Lifestyle
- Born from Earth's precious gifts
- Combines "Well-being" and "Less is more" philosophies
- Collaboration with traditional Japanese shrine candlemakers
- Eco-conscious materials and recycled packaging
- Each piece thoughtfully crafted with natural elements

philosophy

WELLES is a mindful lifestyle brand born from Earth's precious gifts, artfully combining two powerful philosophies: "Well-being" – finding joy in life's small daily moments, and "Less is more" – embracing the richness of minimal living. The name WELLES itself is a creative fusion of these concepts, representing our commitment to helping people discover everyday moments of delight and comfort.

Welles

CRYSTAL CANDLE



A soul-soothing collection where nature's gifts interweave with crystal energy.

Our signature Crystal Candles represent the harmonious meeting of Earth's bounty and traditional Japanese craftsmanship. Each candle is a unique masterpiece, crafted to create moments of profound tranquility and connection.

Artisanal Craftsmanship & Premium Materials

- Collaboratively created with master candlemakers who craft ceremonial candles for Japanese shrines and temples
- 100% plant-based formulation, completely VEGAN
- Infused with pure essential oils from Japanese hinoki cypress and sandalwood
- Each candle carefully crafted during new moon and full moon phases
- Generous 500g size offering approximately 40 hours of stable burning time
- Every piece is one-of-a-kind, unique in the world



Each WELLES product is thoughtfully curated to serve as a bridge between nature's beauty and modern living. We help our customers create moments of mindful connection in their daily lives, transforming ordinary spaces into sanctuaries of peace and inspiration.