

Skincare cosmetics brand

Deaiwo

The brand name “Deaiwo” has the meaning of keeping encounters beautiful.

The brand concept is “Gentle and close to life”

the Deaiwo series,we value creating products
that the whole family wants to use with their loved ones.

Aiming for products that can be used by anyone
regardless of nationality, age or gender, working on the development of Halal products also.

As skin care products for the purpose of moisturizing the skin and aging care
according to age,we sell Deaiwo Biyo Eki Cream and Deaiwo Special Cream and
Deaiwo117 HairColorSpray and Deaiwo COOLMONSTER UV GEL SPF30PA++

We don't use PR strategies like celebrity commercials that are common
in the cosmetics industry, but instead value word of mouth from loyal users.

We are supported by fans who truly love our products,
and we operate a business that competes solely on the quality of our products.

Tones and moisturizes the skin.

It's simple, but it's the most important thing for beautiful skin.

For example, Deaiwo serum cream tones and moisturizes the skin with just one bottle.

It is a product that is extremely simple care so that it can be used
regardless of gender, age,or nationality, but is extremely particular
about serum ingredients. Subvert the concept of cream!
Everyone is impressed by the surprising smooth penetration power.

Deaiwo serum cream/Deaiwo special cream won the gold award
at the Omotenashi Selection 2023,

which is judged by a panel of foreigners living in Japan.

Deaiwo117 hair color spray won the Omotenashi Selection 2024.



 OMOTENASHI SELECTION
2023年度金賞



 OMOTENASHI SELECTION
2024年度受賞