



STEP BONE CUT  
PRODUCTS

CREATED BY SAYURI USHIO

**STEP BONE CUT Inc.**

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Documents for study group



STEP BONE CUT  
PRODUCTS

CREATED BY SAYURI USHIO



# SBCP

PRODUCED BY STEP BONE CUT PRODUCTS

## BORN IN BROOKLYN NY

After finding ourselves in the Bushwick neighborhood of Brooklyn, our professional hairstylists were inspired to create STEP BONE CUT PRODUCTS.

Unconventional artists from around the world come together in Bushwick, where creators of all kinds express themselves freely.

We did too.

SBCP WEBSITE: [sbcp.jp](http://sbcp.jp)

## STEP BONE CUT PRODUCTS CONCEPT

### MORE MOISTURE INSTEAD OF OILS

Hair and skin have an inherent power to stay healthy, vibrant and recover from damage. It's a supportive power found in all living things. Rather than supplement oil and nutrients from an outside source, the focus is on increasing the moisture to enhance our own natural healing power.

### HAIR THAT SWAYS IN SLIMMING STYLES

Radiantly moist skin makes you look younger and hair is no different. Shiny natural hair accents its style beautifully. STEP BONE CUT PRODUCTS make the wavy hair a STEP BONE CUT look freer and more youthful.

With hair free of damage you can achieve a face slimming hairstyle that suits you.

### OPTIMUM SUPPORT FOR FACE-SLIMMING HAIRSTYLES

Mists, shampoos, treatments, gels, oils will make hair hydrated and radiant. A STEP BONE CUT makes the cheeks appear to be lifted so long faces look slightly rounder. Round faces look thinner and sharper. This is not a traditional haircut that aims only for a hairstyle, but a cutting technique that creates lively swaying hair while also giving a slimming effect to the bone structure of the face.

Because the cut itself results in manageable hair, there's no need for blow styling which damages hair.

The most can be obtained by using high quality ingredients based on natural minerals that are blended to increase the hair's moisture rather than adding oils. As a result texture, shine, and lightness like never before can be achieved quickly which is difficult with natural minerals. We have created products that combine both organic and scientific beauty techniques and can be used continuously without putting stress on your hair.





### **SBCP RAW MINERAL MIST +**

#### **A RICH ALL-IN-ONE MIST**

##### **EFFECT**

- Tightens chin and leg lines
- Moisturizes skin and hair at the same time
- Helps makeup last longer

##### **COMMON FEATURES**

- Chelation\* is the secret of this mist
- Tightens faces when used with a massage
- Can be applied over makeup
- A slight warming sensation means improved circulation in the body
- Use on the face in the morning and calves at night is recommended
- SBCP RAW MINERAL MIST + combines fulvic acid, amber essence and arginine
- The chelation of fulvic acid, arginine, and sodium citrate is recommended for anyone who wants to feel refreshed

#### **\* About chelation**

Moisture as well as oxygen that builds up between layers of skin is expelled. Ionized minerals, amino acids and vitamins enter the body.

#### **Can be used in many different ways**

You can use it in a variety of ways, like as a skin lotion after washing your face, a treatment that won't rinse off or as a blow dry lotion.

### **SBCP RAW MINERAL MIST BL +**

#### **A REFRESHING ALL-IN-ONE MIST**

##### **EFFECT**

All the benefits of RAW MINERAL MIST + the following:

- Deodorizes
- Combats odors associated with aging





### **SBCP RAW MINERAL HAIR MASK +**

**A HAIR MASK THAT  
STRENGTHENS AND  
SHINES HAIR**

#### **EFFECT**

- Conditions the scalp for beautiful hair
- Supports moisture in hair
- Smooth to the touch
- Preserves hair color

#### **FEATURES**

**A one-step treatment at  
bath time twice a week**

12 types of plant extracts support the scalp. The chelation of humus extract (fulvic acid) removes clogs from your body and allows good things to enter. Amber essence leaves the scalp moisturized and feeling alive. When used while massaging the scalp, the face will be lifted and lines tightened. (Pellicer is added for moisture and quick absorption in as fast as 1 minute)

#### **EXPECTED EFFECT**

It provides a soft and moist texture like a salon treatment.



### **SBCP RAW MINERAL SHAMPOO +**

**A SHAMPOO THAT  
HELPS WITH CURLY  
AND DAMAGED HAIR**

#### **EFFECT**

- Promotes moisture in the scalp and hair
- Achieves a good foam which is difficult with conventional cleansing components
- Provides hair that feels hydrated and shines
- Helps with curly and damaged hair



### **SBCP RAW MINERAL TREATMENT +**

**A TREATMENT THAT  
HELPS WITH CURLY  
AND DAMAGED HAIR**

#### **EFFECT**

- Provides hair that feels hydrated and shines
- Helps with unruly curly hair
- Helps with highly damaged hair

#### **COMMON FEATURES**

**A gender-neutral shampoo & treatment that cleanses  
the face and body**

SBCP RAW MINERAL SHAMPOO + is a silicon free amino acid shampoo that provides a better foam than conventional cleansing components while also being easy to use and healthy for the skin.

**Supporting curly hair and providing moisturization with  
every wash**

The product's formula contains humus extract, amber extract, and fullerenes, which not only nourish aging hair but also the scalp, leaving hair feeling soft and moisturized to the touch.





### **SBCP RAW MINERAL BALM +**

**COLOR THAT DOESN'T FADE AND THE BRIGHT SHINE OF STEPPING OUT OF THE SALON**

#### **EFFECT**

- Prevents color and waves from fading
- Its smooth texture allows for styling like you just came out of the salon
- Moisturizes and adds shine to hair
- Protects hair from damage caused by hair dryer and UV rays
- For more manageable hair and volume control
- Can achieve a wet-look hairstyle
- Also recommended for lip and body care

#### **FEATURES**

**Protects against color fading while giving moisture and shiny hair**

Become more youthful with our aging prevention. It focuses on the causes of skin aging. The main ingredient shea butter is carefully selected and blended with other oils and natural ingredients. Superoxide dismutase and fullerene are also included.

**Made of plant-based oils so recommended for sensitive skin**

Shea butter rubs into the skin and moisturizes well. It can also be used as a cream for lips, hands, and the body.



### **SBCP RAW MINERAL CLAY +**

**A HAIR WAX THAT'S ALSO A TREATMENT**

#### **EFFECT**

- Keeps your hairstyle in place
- Leads to radiant hair
- For the same beautiful and firm hair from a leave-in conditioner
- A combination of sea silt and marine minerals supports the skin environment
- Preserves perms and coloring

#### **FEATURES**

**A wax that not only styles but treats hair**

Candelilla wax and cupuacu butter makes your hair hydrated and radiant. It can also help with damaged and dry hair while styling.

**A wax that not only styles but treats hair**

Natural silk ingredient promotes healthy hair by creating a veil of ceramide 2 around the surface of the hair strands.





### **SBCP RAW MINERAL GEL +**

**TWO PRODUCTS THAT BLEND AS ONE  
TO GIVE YOUR HAIR THE TEXTURE YOU  
WANT**

#### **EFFECT**

- Helps with hair damage
- Adds a soft texture with bounce
- Hair will sway while still keeping in place

#### **EFFECT WHEN MIXED TOGETHER**

- Keeps hair from frizzing without being sticky and holds the style
- By changing the blend of gel and oil, curly hair can become radiant hair with beautiful bounce
- Hydrates and prevents frizz

#### **COMMON FEATURES**

#### **“Beauty dressing” for the type of hair you want**

Hair care products are blends of water soluble and oily components into surfactants. Hair always has the same texture regardless of its condition. By blending SBCP RAW MINERAL GEL + and SBCP RAW MINERAL OIL + before using, you can create your own style to suit your hair type for problems in any season. It's like making a dressing for salad. An original "dressing" can be made for your hair with SBCP RAW MINERAL GEL + and SBCP RAW MINERAL OIL +. This "beauty dressing" can be a mix of gel and oil to your liking for the type of hair that you want.

#### **Thoroughly treats hair so it can sway while holding in place**

SBCP RAW MINERAL GEL + and SBCP RAW MINERAL OIL + are formulations of natural plant extracts, amino acid and ceramide that treat hair as they are being applied.

### **SBCP RAW MINERAL OIL +**

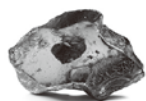
**TWO PRODUCTS THAT BLEND AS ONE  
TO GIVE YOUR HAIR THE TEXTURE YOU  
WANT**

#### **EFFECT**

- Adds a springy texture to hair
- Hydrates for hair that glistens
- Makes hair soft to the touch



## MAIN INGREDIENTS

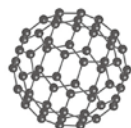


### AMBER ESSENCE

Only SBCP

EXTRACTED FROM RARE AND EXPENSIVE AMBER:  
THE PLANT-BASED JEWEL!  
AIDS IN SKIN CELL TURNOVER

Helps to make skin more beautiful. Hair will become more healthy and radiant by promoting the creation of new layers of skin and a more youthful scalp. It is applied to the damaged parts to soften the metal ions that cause dryness and make hair soft to the touch.



### FULLERENE

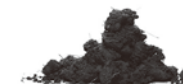
A NOBEL-PRIZE WINNING INGREDIENT!  
LOADED WITH VITAMIN C TO MOISTEN SKIN  
AND GIVE IT YOUTHFULNESS

\*SBCP and PUT ON MAGIC are brand names of STEP BONE CUT PRODUCTS

### HUMUS EXTRACT (FULVIC ACID)

AN ANCIENT, RARE, AND EXPENSIVE NATURAL INGREDIENT

Chelation brings in nutrients to keep hair and skin healthy. It's an ingredient extracted from soil rich in many nutrients. In addition to replenishing minerals needed for skin and hair, chelation removes extra chemical components to create a more youthful look.



### 12 KINDS OF NATURAL PLANT EXTRACTS

12 KINDS OF NATURAL PLANT EXTRACTS GENEROUSLY BLENDED

Skin conditioning ingredients moisturize and provide an environment on the scalp for healthy hair.

Tree Peony Extract	Protects skin and keeps it hydrated
Isodonis Japonicus Leaf/Stalk Extract	For healthy skin
Anthemis Nobilis Flower Extract	Makes hair shine
	Helps with dandruff and itching
Arnica Flower Extract	For a healthy scalp
Lamium Album Flower/Leaf/Stem Extract	For smooth skin
Nasturtium officinale Leaf/Stem Extract	Used as a deodorant
Arctium Lappa Root Extract	Improves circulation
Pinus Sylvestris Cone Extract	Moisturizes and smooths skin
Hedera Helix Leaf/Stem Extract	Used to make skin smoother
Allium Sativum Bulb Extract	Used as a hair growth agent
Rosemary Leaf Extract	For healthy hydrated hair with volume
Tilia Cordata Flower Extract	For fresh-feeling hair



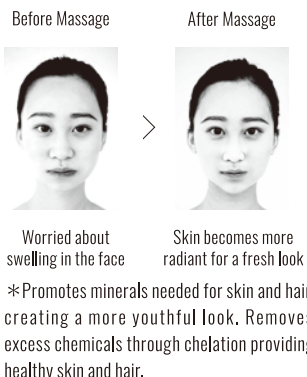


## KEY TO SMALL FACE

### SECRET OF SBCP RAW MINERAL MIST +

#### AN ALL-IN-ONE LOTION TO MAKE DAILY SKIN CARE EASY

Spraying SBCP RAW MINERAL MIST + together with a massage can get you closer to a slimmer face. The secret is the chelation of the mist. The rare ingredient humus extract (fulvic acid) removes unwanted substances from the body through chelation and allows the blended ingredients to penetrate deep into the outer layers of skin for a fresh look. It can even be applied over makeup and is recommended for use on faces when worried about swelling or calves when they feel tired.



#### GET SOFT AND YOUTHFUL SKIN WITH THE CHELATION OF RAW MINERAL MIST

Carefully selected natural ingredients such as amber essence and humus extract (fulvic acid). Fullerene and vitamins are also used for a synergistic effect that prevents oxidation. This forces the skin to adopt a natural turnover cycle and brings out the skin's ability to moisturize itself. The amber essence moisturizes the skin making it more brilliant and youthful.

## STEP BONE CUT PRODUCTS BENEFITS

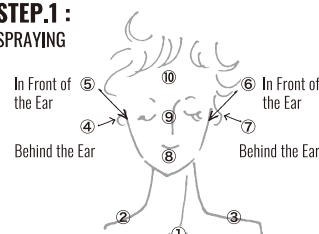
- Cares for hair with STEP BONE CUTS to slim the face
- An all-in-one product for any skin or hair type
- Maintains the beauty of a STEP BONE CUT
- Protects hair from damage caused by hair dryer and UV rays
- Protects haircuts, perms and colorings
- Helps with worrisome hair and scalps



## HOW TO MASSAGE WITH SBCP RAW MINERAL MIST +

(Continuously massage after washing your face in the morning and evening)

### STEP.1 : SPRAYING



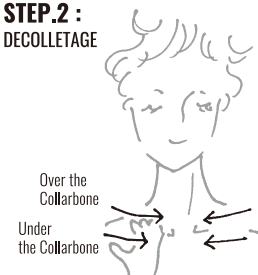
#### 【 SPRAYING AREAS AND ORDER 】

Spray SBCP RAW MINERAL MIST + and lightly rub it in with your hands (About 10 spritzes in total). If used over makeup please spray lightly.

#### SPRAYING SUGGESTIONS

- 3 spritzes on the neckline
- 4 spritzes from the front and back of the ear to around the neck
- 3 spritzes around the entire face

### STEP.2 : DECOLLETAGE



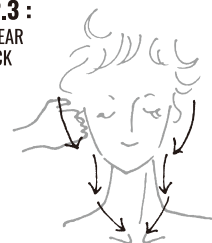
#### 【 HOW TO GIVE A NECKLINE MASSAGE 】

Curl your hand into a ball and lightly run your second knuckles along the collarbone to drain the lymph nodes. (Follow the procedure below)

#### ORDER TO DRAIN THE LYMPH NODES

- ① Over the collarbone from the outside inward
- ② Under the collarbone from the outside inward

### STEP.3 : FROM EAR TO NECK



#### 【 HOW TO MASSAGE FROM EAR TO NECK 】

#### ORDER TO DRAIN THE LYMPH NODES

- ① From the back of the ear to collarbone
- ② From the front of the ear to collarbone

### STEP.4 : FACE



#### 【 HOW TO MASSAGE THE FACE 】

#### ORDER TO DRAIN THE LYMPH NODES

- ① From the temple to the chin
- ② From the temple to the mouth
- ③ From the cheekbone to the chin
- ④ From the hairline to the eyebrow
- ⑤ From the hairline to the temple



## ABOUT SBCP

### PRODUCTS CATERING TO THE AUTHENTICITY OF NEW YORKERS

Born in creative and nature oriented Brooklyn, SBCP seeks to use natural ingredients with no additives. Residents here are influenced by the bohemian lifestyle, high quality and authenticity.

### GENDER NEUTRAL COSMETICS FOR USE ON HAIR AND SKIN

There are professional skincare products for couples to use on the hair, face or body.

They can be used by both couples and families regardless of gender.

Only the minimum items are needed so bathrooms or powder rooms don't become cluttered. A minimalist lifestyle reduces stress and helps bring out beauty within.

### SBCP RAW MINERAL MIST + AND SHAMPOO + FOR THE HAIR, FACE, AND BODY

While good for the skin SBCP RAW MINERAL MIST + is an all-in-one beauty product that can be used as a blow dry lotion or body lotion. Raw Mineral Shampoo uses amino acids that are easy on the skin. It can be used not only on hair but for the face and body as well.

## ABOUT STEP BONE CUT

### CLEAN

With the STEP BONE CUT original scissors and STEP BONE CUT cut lotion, hair can be cut very clean. It produces a simple yet fashionable design which doesn't require much blow drying providing less damage to your hair.

### FOCUS ON EACH HEAD SHAPE

Do not cut hair for the style or design sake. Focus on each unique head shape. Finding the best design to make a person beautiful with the proportion and balance of their whole body should be considered.

### GIVE LIFE TO YOUR HAIR

Use STEP BONE CUT original hair cut lotion generously. Cutting hair will almost feel like cutting butter. Listen to your hair. It will respond to your care, tell you where and how much to cut.

### CUT WITH GRAVITY

Cut hair with the STEP BONE CUT original form - relaxed, without a need for tension. Let your body go along with gravity. Cut naturally. The hair will be cut in a circular angle allowing it to shine and swing.

## OUR STORY

### A PROFESSIONAL FACE-SLIMMING CUT BORN THROUGH TRIAL AND ERROR WITH OVER 6,000 PEOPLE, AUTHENTIC COSMETICS SUPERVISED BY MINOR YURIGUCHI

The STEP BONE CUT is a government approved and patented face-slimming technique created by the STEP BONE CUT ASSOCIATION with 1,000 stylist members. It was developed through a long period of trial and error with the help of over 6,000 people. Since it was developed, about 1,000 stylists use the technique in practice to help people achieve slimmer faces while also working to improve its customer base and feedback. In doing so, SBCP RAW MINERAL MIST + was completed and has become the topic of TV shows and magazines.

### STEP BONE CUT PRODUCTS conducts research and gains insight

**MINORU YURIGUCHI** Gifu University School of Medicine Department of Regenerative Medicine Adjunct Ph.D.

[ Affiliated Societies ]

The Japanese Society for Regenerative Medicine The Japanese Society for Pigment Cell Research



# PUT ON MAGIC

## COSMETICS BORN FROM A SMALL SALON

Day in and day out there were orders for haircuts, colorings and perms. I wanted to make people beautiful but there were always contradictions and anxieties like "Want to give the style you want, but ... this hair" , "Aren't salons damaging the hair every time they make it beautiful?" and "Cute hair needs both a coloring and a perm but doing it repeatedly will damage the hair."

Then one day, when I saw an onion sprouting and a funny thought came to me. It looks like hair coming out of the root. I thought a lot of big trees and plants grow from the earth. Perhaps it is because the earth is a treasure trove of nutrition and life energy?

That's when I discovered the rare fulvic acid that has accumulated in the soil since ancient times. It's understood that this substance helps to transfer nutrients to plant life. Hair with refined fulvic acid applied shines as if it has been rejuvenated. It's like magic...

It was a total mystery to a person who had been a hairdresser for a long time. Human hair and bodies have a lot in common with plants. Each is made up of living cells.

And it is all thanks to nature.

I wanted to show my thanks to nature, so "thank you" is written on the bottom in languages of the world. I'm afraid you may have to wait a little while for delivery because these are all build-to-order and requires a lot of time and effort.

SAYURI

PUT ON MAGIC WEBSITE: [putonmagic.com](http://putonmagic.com)



## PUT ON MAGIC RAW MINERAL MIST

### A BEAUTY MIST CREATED FROM A FACE-SLIMMING CUT

#### EFFECT

- For tight leg lines
- For hydrated and finely textured skin
- A look like you just stepped out of the salon at home
- Vibrant and healthy hair
- Moisturizes hair and adds bounce

#### FEATURES

Using essential elements that are currently getting attention like humus extract (fulvic acid) and silk

When used together while massaging the scalp and other exposed skin becomes tightened. This will keep skin healthy and beautiful.

The humus extract (fulvic acid) removes impurities from the body through chelation. It moisturizes hair and skin making it like when you were young.

Tree peony extract provides hydration, volume and anthesis. Nobilis flower extract gives luster while tilia cordata flower extract and other ingredients work together to promote a scalp environment that nurtures lush and brilliant hair.

Sprays easily on the face, hair, and body

It can be used in many ways depending on your preference

- For those worried about sagging face lines
- As a moisturizing lotion sheet
- To grow hair with shine and volume
- As a blow dry lotion
- To protect hair from heat and give it luster
- As a scalp lotion
- For legs that stand all day



## PUT ON MAGIC RAW MINERAL SHAMPOO

A MILD SILICON-FREE SHAMPOO TO  
WASH THE FACE AND BODY

### EFFECT

- Raises the moisture content of the hair and scalp for shining and swaying hair
- Vibrant and healthy hair
- Helps with unruly and frizzy hair
- Prevents hair aging

### COMMON FEATURES

#### Adjust the moisture balance for perfect hair

Get rich swaying hair at home. Get closer to your ideal hair by helping the moisture content of your hair and scalp. It will help deal with split ends, loss of shine, volume and frayed hairs from UV rays. Works well with hair dryers and irons. Get back the health and beauty of your hair. Bring back the perfect swaying and thickness you had when you were young.

#### Made with humus extract (fulvic acid) for hair like when you were young

Formulated with humus extract (fulvic acid) to send minerals and amino acids to the hair's cuticles. It fills them with moisture. Silk adds softness to hair by creating a veil around the surface of the strand that traps in moisture. It provides and creates a lush finish like you just stepped out of a salon.



## PUT ON MAGIC RAW MINERAL TREATMENT

SALON-QUALITY TREATMENT

### EFFECT

- Hydrates hair with salon treatment techniques
- For shiny and manageable hair
- Helps with unruly and wavy hair



## PUT ON MAGIC RAW MINERAL JELUL JEL

A SELF-MADE STYLING AGENT FOR THE  
HAIRSTYLE YOU WANT

### EFFECT

- Prevents aging for thick hair
- Hair holds in place but with a soft texture that's not sticky
- Hair doesn't harden and can move

### COMMON FEATURES

With JELUL you can adjust the combination of OIL and GEL by yourself. Until now changing your hairstyle meant you needed new products. JELUL can be mixed to fit the style you want so there is no need to buy something new each time.

JELUL aims to not only aid in styling but to provide beautiful hair at the same time. MIST from the same series nourishes the scalp while GEL and OIL allows hair volume, softness, and shine. A barrier effect protects hair from outside damage such as UV rays and dryness.

The strong points of gel are good growth and shine are leaving it as is. On the other hand the bad points of GEL are hardening, stiffness and an inability to run your hand through the hair. It will also be difficult to fix it. These difficulties are solved by mixing in OIL into the GEL from the beginning.




## PUT ON MAGIC RAW MINERAL JELUL OIL

A SELF-MADE STYLING AGENT FOR THE  
HAIRSTYLE YOU WANT

### EFFECT

- For lush and easy-to-manage hair
- Achieves hair that's radiant, rich, and soft to the touch
- Also has the effect of a leave-in conditioner by using while the hair is wet





# COMPACT

PRODUCED BY STEP BONE CUT PRODUCTS  
PRO SCISSOR HOLSTER

COMPACT WEBSITE: [sbcp.jp/compact](http://sbcp.jp/compact)

## ABOUT COMPACT

### A VERSATILE PRODUCT ENJOYED ANYWHERE BY ANYONE

COMPACT is a scissor holster that pursues the extremes of simplicity. COMPACT is lightweight and small making it easy to carry without weighing you down. It can be worn as a waistband or shoulder strap enjoying a casual professional style like hairdressers, makeup artists and florists. COMPACT also has a stylish and simple design that can be used in a variety of settings such as the office, school or just by yourself.

#### **NATURE** (Natural Brown Leather)

The vegetable tanned leather is dyed with a tasteful color. Out of the three, this is the only one where you can enjoy the aging of the leather. The more you use NATURE, color and luster appears in a way that is unique to you.



#### **GRAYISH** (Gray Leather)

The leather is professionally dyed numerous times. A lot of time and effort goes into creating the luxurious texture and elegant matte color. GRAYISH is then given a "pigment finish" so the leather does not change over time. You can enjoy the color and texture as it is for a long time.



#### **PREMIUM GRAYISH** (Embossed Leather)

The leather of GRAYISH is embossed with a fine diamond cut pattern. This is the only embossed leather out of the three choices making it the most durable and scratch-resistant. PREMIUM GRAYISH is a luxurious and high quality item created with a lot of time and effort.



## STEP BONE CUT SUSTAINABILITY

### INITIATIVES TO PROTECT THE ENVIRONMENT



#### RECIPIENT OF THE MINISTRY OF ENVIRONMENT'S GOOD LIFE AWARD FOR SUSTAINABLE DESIGN

We were awarded the Executive Committee Special Award for Sustainable Design at the 9th Good Life Awards hosted by the Ministry of the Environment. It was for a "project to reduce CO2 emissions with a platform for beauticians and reduce the need for hairdryers." The hair cutting technique is shared among hairdressers to save ordinary households power.

The Good Life Awards aims to realize an environmentally friendly society bringing together environmental and social initiatives being practiced all over Japan. By introducing and honoring efforts to uphold SDGs and improve society (through volunteering, service, technology, etc.), it is a project to support the exchange of information and encourage more social activities.

#### A PATENTED HAIR CUTTING TECHNIQUE THAT DOESN'T REQUIRE A BLOW DRYER AND PRODUCTS SAVING POWER AND REDUCING CO2

The STEP BONE CUT is a patented technique for a bone structure correcting haircut and styling that creates the appearance of a slimmer face. After getting the haircut there is practically no need for a blow dryer. We are also researching hair care products that bring all types of hair closer to achieve this goal.

By acquiring STEP BONE CUT technique, the hair drying time after shampooing is shortened. Our goal so far is to reduce dryer usage time by 20%. In addition to saving power, it also creates valuable free time for the customer to spend with family and improve their quality of life.

#### ADVANCING RESEARCH AND DEVELOPMENT OF DRYER-FREE HAIR CARE PRODUCTS

Hairstyle without the use of a dryer. At the same time making dull and frizzy hair into shining curls. If you do not use a dryer and iron, your hair will not be damaged. Caring for already damaged hair is also important.

## STEP BONE CUT SDGs INITIATIVES

### PEOPLE FRIENDLY BEAUTY

#### 1 MINIMIZING DAMAGE FROM CHEMICALS

Long periods of applying chemicals can harm the body and hair. Our procedure only applies minimum chemicals to the scalp as possible and for the shortest possible time. We also use products that minimize the harmful effects of chemicals.

#### 2 IMPROVING THE WORK ENVIRONMENT BY INCREASING PRODUCTIVITY

In order to further increase customer satisfaction, we are continuing to advance STEP BONE CUT which already produces quality results. A salon that eliminates waste saves precious time. We keep everything simple and organized.

#### 3 DON'T WEAR OUT HAIRDRESSERS BODIES AND MINDS

As if it were an elegant dance, we use the gravity of the Earth, weight of scissors and centrifugal force. Doing a STEP BONE CUT means the body is relaxed and fluid arcs are made. We will continue to learn like a single edged soul that never cuts the same way a second time.

### PLANET FRIENDLY BEAUTY

#### 1 ELECTRICITY IS MINIMIZED

With STEP BONE CUT, which shapes healthy hair into a perfect style giving the look of a sharper bone structure. Unnecessary blow drying is eliminated.

#### 2 WATER IS MINIMIZED

With STEP BONE CUT remaining hair does not need to be rinsed out at the shampoo table after cutting, therefore eliminating the use for excess water.

#### 3 CHEMICALS FLOWING IN THE SEA ARE MINIMIZED

STEP BONE CUT uses a lotion that promotes chemical absorption and shapes your hair without damaging it. You can achieve your perfect hairstyle while minimizing coloring and perming.

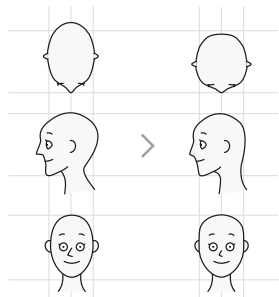
STEP BONE CUT WEBSITE: [sbc-a.jp](http://sbc-a.jp)



## WHAT IS STEP BONE CUT

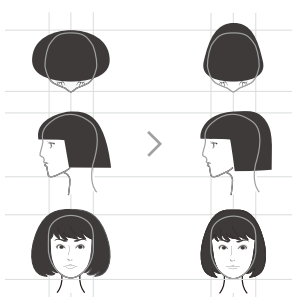
### CREATE A MORE SLIMMING AND PROMINENT FACIAL BONE STRUCTURE

Prominent Facial Bone Structure Flattened backs of the head



Some people tend to be more worried about flattened backs of the head and crowns as well as round faces.

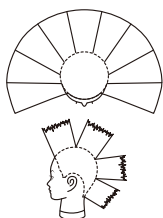
Regular Cut



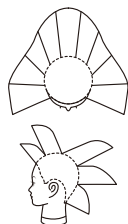
STEP BONE CUT

Giving more sense of depth and balance the face-slimming effect is drastically different from regular cuts.

Regular Cut



STEP BONE CUT



The STEP BONE CUT is easy to adjust the depth, volume, and style.

## MAIN FEATURES OF STEP BONE CUT

### FACE APPEARS SLIMMER

A slimmer face can be achieved by changing the tightness and volume of the hair !



### LOOK 3KG LIGHTER

You'll look more slender by creating a breezy and sleek feeling.



### FULLY ADJUSTABLE VOLUME

You can freely set the places to raise and lower volume.



### TAKE ADVANTAGE OF UNRULY HAIR

Styles are designed with gaps in mind so hair can move freely.



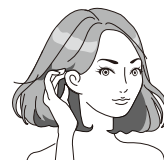
### EASY TO CARE FOR

The cut is done with hair flow in mind, so the hair is easy to set.



### LONG-LASTING

The cut lines are hard to break for resilience unlike any other haircut.



### SWAYING HAIR

The curved Swing Cut lets hair sway freely.



### A TREATMENT WITH RESULTS

Our specialized cut mist is used for soft hair.

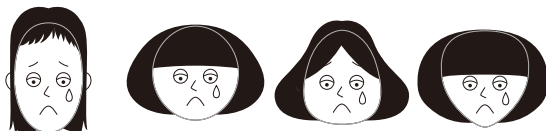


## WE SOLVE YOUR PROBLEM

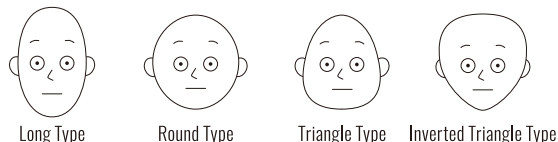
WHY MAKE YOUR FACE SLIMMER?

### OUR METHOD WHAT FACE TYPE DO YOU HAVE?

Before



Face type



STEP BONE CUT



## AN EGG TYPE LINE IS THE KEY TO BEAUTY

The ideal face shape for a beautiful woman is said to be an egg shape. That's because an egg-shaped face is seen as beautifully balanced.

With the Step Bone Cut the tightness and volume can be adjusted so that any face type can be made to resemble an egg-shaped face.

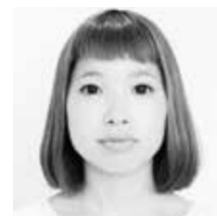


## SMALL CHANGES, BIG DIFFERENCE

Regular cut



Worried about the flat back of the head and dry hair



A style lacking playfulness with hair that does not move

STEP BONE CUT



The shape of the back of the head is beautiful and the hair has become radiant



A slimmer more balanced face with swaying hair and an amazing sheer feeling



Looks dull and lacks volume



A 120% more stylish look that takes advantage of unruly hair



## DEDICATED TOOLS

While cutting we use a mist (SBCP RAW MINERAL MIST + ) that is made with nutritious humus extract (fulvic acid). You can also expect skin and hair to become moisturized.

\* SBCP RAW MINERAL MIST + is not only used for cuts, but all colorings, perms and treatments as well.



### CUTTING TESTS USING SBCP RAW MINERAL MIST +

#### ■ Regular cut using tap water



- Brittleness is felt from the beginning of cutting
- Comb snags on hair when running through
- A rough feeling after cutting

#### ■ Cross section of hair by Regular cut



Diagonal cross section



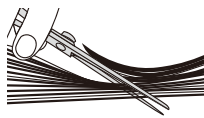
Vertical cross section



Image of dry wood

The more the hair is cut, the more damaged it gets

#### ■ STEP BONE CUT using SBCP RAW MINERAL MIST +



- Softly cuts without resistance
- Comb runs through smoothly
- Hair is soft and manageable after cutting

#### ■ Cross section of hair by SWING CUT



Diagonal cross section



Vertical cross section



Image of soft butter

Moisturize hair to reduce damage as much as possible. Increase hair's bounce

## ONE OF A KIND



### SPECIALLY DESIGNED SCISSORS

REDUCES STRESS ON HAIR, ALLOWING IT TO SWAY FREELY  
A STEP BONE CUT ESSENTIAL

A style that allows hair to sway freely is created by these scissors, which are produced in Seki City, Gifu Prefecture, an area famous around Japan for its blade production.



### PATENTED TECHNIQUE

OUR TECHNIQUE HAS BEEN OFFICIALLY PATENTED

○ The STEP BONE CUT haircut method has received a technology patent (patent no. 5191614). ○ The STEP BONE CUT (registration no. 5734879) and STEP BONE CUT logos (registration no. 5565095, 5734879) are registered trademarks of representative director Sayuri Ushio (Japan, Usa, Europe, China, Hong kong, Taiwan, South Korea, Singapore, Vietnam, Cambodia). ○ Face slimming deepening cut (registration no. 5481716) and bone structure correcting and deepening cut (registration no. 5525846) are registered trademarks of representative director Sayuri Ushio.



### SPECIALLY DESIGNED PRODUCTS

THESE PRODUCTS ARE USED TO MAXIMIZE THE EFFECTS OF THE STEP BONE CUT TECHNIQUE

SBCP are used in all procedures, including cuts, colorings, perms, and treatments.



### STYLIST CERTIFICATION SYSTEM

EXCLUSIVE CUTTING TECHNIQUES ARE OFFERED BY CERTIFIED STYLISTS

## MEDIA PUBLICITY

### STEP BONE CUT

### STEP BONE CUT PRODUCTS



▲ More information

## CUSTOMER REVIEWS

- I gave up on my wild hair, but now I can try many different styles! It's like a dream come true. .... Office worker (27)
- I only got a haircut but it feels like I lost weight! ..... Editor (33)
- My hair's shorter to make my face look neater and slimmer. I'm very satisfied by this short yet feminine style!... Self-employed (52)
- It's amazing how the hair stays in place even as it grows out. The soft ends look like they've been delicately permed.... Teacher (45)
- When I met a friend after getting a cut they asked if I lost weight and it made me very happy. .... Office worker (33)
- It's unlike any other salon! It's amazing that no special styling is needed and it doesn't look messy. .... Housewife (27)
- My face looks slimmer even though my hair is bigger?! It's really the perfect balance. .... Student (21)
- This cut is so easy to style. It's perfect for my brittle and unruly hair! ..... Counselor (35)
- My hair becomes beautiful every time! I'm impressed. .... Nurse (37)
- I used to have an issue with my round face, but now I don't think about it much. .... Office worker (26)
- A style that everyone else told me was impossible was made possible! Now, I want to try more styles! ..... Designer (28)
- It's quite a different look and makes a good impression on those around me. .... Sales (22)

## FLAGSHIP SALON

### AIMING FOR A SUSTAINABLE LIFESTYLE



sbc-tokyo.com

### STEP BONE CUT PRODUCTS TOKYO

The STEP BONE CUT flagship store has been slimming faces in Minamiaoyama near Omotesando Station since June 2020. Here various STEP BONE CUT experiences such as first-time cuts and product trials are possible. This sustainable and comfortable space made of reused materials is a community where anyone is welcome to stop by.

#1F Minamiaoyama Flat, 6-8-10 Minamiaoyama, Minato-ku, Tokyo Japan 03 6712 5688

## EXPERIENCE

### SALONS WHERE CUT AND PRODUCT EXPERIENCES ARE POSSIBLE

A STEP BONE CUT  
certified stylist is  
present

STEP BONE CUT  
PRODUCTS are  
available

Products can be  
used in cuts, perms,  
and colorings

Scan here to see which salons have these

stepphonecut.jp/salon

\* Because these products are popular, please contact salons in advance to see if they are in stock before making a reservation.



## SUSTAINABLE PRODUCTS

### STARTING A SUSTAINABLE LIFESTYLE TOGETHER



#### STEP BONE CUT PRODUCTS OFFERS REFILLS ON ALL PRODUCTS

STEP BONE CUT PRODUCTS are made from natural ingredients and we take the utmost care to not harm or cause stress to the environment. We also offer refills on all our products to help reduce waste. By not damaging the environment or overusing resources, we will continue to develop sustainable techniques and products in order to leave the planet beautiful for future generations.

#### About the Containers

Out of consideration to the environment, we are changing all containers to eco-friendly, carbon-neutral, plant-based biomass containers.

## UNITED NATIONS PROJECT

WORK WITH THE UNITED NATIONS NGO

### EDUCATION AND ART FOR EVERYONE

In developing South East Asian countries there are many children who cannot get an education even if they want one. They are genuinely in need of pencils and notebooks every day. We would like to create a school for them to not only get an opportunity for an education and materials but for them to nurture their aesthetic and creative sides through hairstyling and art. Our desire was shared by the United Nations organization JACE NGOs and we became a member.

JACE NGOs WEBSITE: [jacengos.org/jp](http://jacengos.org/jp)



#### SAYURI USHIO

Beautician  
Contemporary artist  
Founder / Inventor of STEP BONE CUT

Sayuri was worried about the size of her head and frizzy hair, so she became a beautician to solve these problems. At 25, she ran her own salon TICK-TOCK while also managing a beauty salon and researching anti-aging. After that, she invented the STEP BONE CUT which is a haircut that slims and deepens faces. She established the STEP BONE CUT ASSOCIATION to oversee the quality and certification of this patented technique and serves as its representative director. It is based in Kobe and has opened academies in Tokyo, Nagoya, Fukuoka, and New York. In New York City, she also manages a salon, gallery, and a loft where artists come together producing over a 1,000 certified stylists around the world. She presents works that fuse hair & makeup, photography and otherworldly prose that she crafted herself. This unique form of expression is called Sayuri World. Her art exhibition Plants in Hair was held in New York and Tokyo and expressed hair as living plants with the goal of showing off what can be done with hair design without using a blow dryer. From 2021 the "Artistic Expression Through Hair Design Artist in Residence Tour" has been held. She is the founder of CO2 reduction by hairdressers without blow dryers, which won the Ministry of the Environment's Sustainable Design Award, and is actively engaged in social contribution work as a key member of JACE NGOs, a United Nations non-governmental organization. She wrote The Life Changing Magic of Hair which was published by Jiyukokuminsha and summarizes methods of rejuvenation. Her creative management ideas, which grew from friendly rivalries throughout her career as a manager and creator, have gotten the attention of the business world. Her free and flexible way of life that places no restrictions on herself continues to give encouragement and hope to managers in all kinds of fields as well as working women.

SAYURI USHIO WEBSITE: [sayuri-ushio.com](http://sayuri-ushio.com)