

April 6, 2026

James Robinson Speciality Ingredients  
Mitsui Chemicals, Inc.  
Mitsui Fine Chemicals, Inc.

## **James Robinson Speciality Ingredients and Mitsui Fine Chemicals Agree to a Strategic Partnership to Bring Jarocol® Hair Dyes to Japan**

James Robinson Speciality Ingredients (headquarters: Huddersfield; CEO : Sanketh Varalwar) and Mitsui Fine Chemicals, Inc (Tokyo; President & CEO: TANAKA Hisayoshi), a wholly owned subsidiary of Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: ICHIMURA Satoshi), are pleased to announce a new chapter in the relationship between the two companies. Building on their successful history of collaboration, and the agreed strategic partnership, Mitsui Fine Chemicals will now represent the Jarocol® hair dye range as the exclusive distributor for the Japanese market.

Through this partnership, formulators now have access to a vibrant spectrum of globally renowned Jarocol® dyes. These tools allow for everything from the precise grey coverage essential to Japanese consumers to the vibrant fashion shades that drive current trends. By combining JRSI's technical heritage with Mitsui's deep local expertise and established relationships with customers, the collaboration provides the necessary support for brands to create the next generation of hair colours for Japan.

"The foundation of our relationship with Mitsui Fine Chemicals is rooted in a shared curiosity for science," said Sanketh Varalwar, CEO of James Robinson Speciality Ingredients. "Having worked together for many years on our Reversacol™ photochromic dyes, bringing the Jarocol® range into the fold feels like a natural evolution. The Mitsui Fine Chemicals team already understands our portfolio and our commitment to quality inside and out. We are looking forward to seeing this partnership support Japanese brands as they bring their consumers' aspirations to reality."

Mr. Hisayoshi Tanaka, Representative Director, President and CEO of Mitsui Fine Chemicals Comments; I am very pleased that we have agreed on a strategic partnership with James Robinson Specialty Ingredients of the United Kingdom for Japan. By combining our respective strengths—JRSI's dye expertise and our insight into the market—I am confident that we will be able to provide customers with hair color dyes of even higher quality and safety. This partnership represents an important initiative that will strongly support the expansion of our hair care business, and we will continue to pursue value creation that meets the expectations of the market.

### **ABOUT JAMES ROBINSON SPECIALITY INGREDIENTS**

With over 180 years of expertise, James Robinson Speciality Ingredients stands out in an industry dominated by multi-million-dollar businesses by blending rich heritage with agility to deliver innovative products and unparalleled service. From our state-of-the-art R&D hubs in the UK and India, we develop

the renowned Jarocol® hair dyes, trusted worldwide for their vivid colours; the Jarocare range offers high-performance, sustainable, bio-based ingredients for the personal care market; and Reversacol™ photochromic dyes offer dynamic, light-responsive, colour-changing solutions, pushing the boundaries of what's possible.

At James Robinson Speciality Ingredients, innovation isn't just a practice—it's our legacy.

Visit [jrjsi.com](http://jrjsi.com)

### **ABOUT MITSUI FINE CHEMICALS**

Mitsui Fine Chemicals, Inc. was established in 1976 to further develop Mitsui Chemicals' fine chemicals business. As a specialized trading company in the chemical industry, it operates across a wide range of fields, including personal care materials and functional materials. Based on Mitsui Chemicals' technological capabilities and its own product development functions, the company provides products and information tailored to customer needs.

Its strengths lie in its robust technical service capabilities, agile development functions, and a global sales network cultivated over many years. Through these strengths, Mitsui Fine Chemicals is committed to addressing social challenges and delivering solutions to its customers.

Visit <https://www.mitsuifinechemicals.com/en/>

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