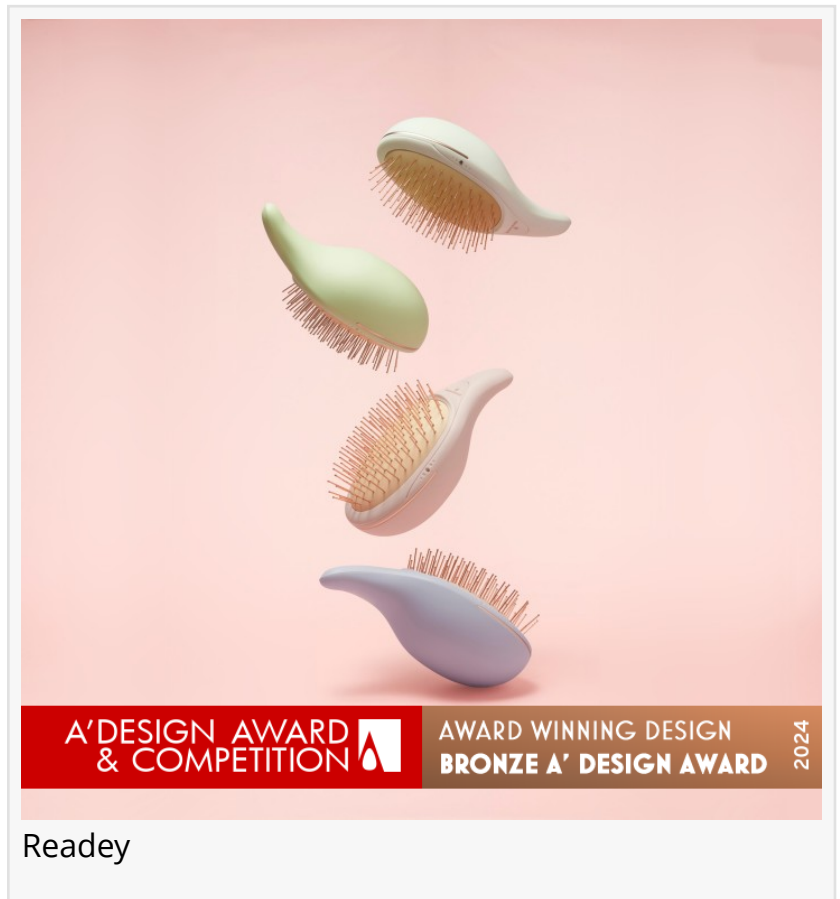


Readey by Takako Yoshikawa Wins Bronze in A' Beauty and Cosmetic Products Design Awards

Innovative hairbrush design recognized for its unique ergonomics and advanced features that enhance the hair care experience

COMO, CO, ITALY, November 4, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized accolade in the field of [cosmetic product](#) design, has announced Readey by Takako Yoshikawa as the Bronze winner in the Beauty, Personal Care and Cosmetic Products Design category. This prestigious recognition highlights the exceptional design and innovation behind Readey, a reset and detox hairbrush that stands out for its unique ergonomics and advanced features.



Readey

Readey's award-winning design is particularly relevant in today's cosmetic product industry, where consumers seek not only effective hair care solutions but also products that offer a holistic, rejuvenating experience. By focusing on ergonomics, functionality, and the integration of innovative technologies, Readey aligns perfectly with the evolving needs and preferences of modern users, setting a new standard for hairbrush design.

What sets Readey apart is its thoughtful design that prioritizes user comfort and experience. The hairbrush features a unique, organic shape that fits comfortably in the palm, allowing for easy handling and optimal control during use. With approximately 6,000 vibrations per minute, twin negative ions, and 88 metal pins, Readey effectively stimulates the scalp, reduces static electricity, and aligns hair cuticles, resulting in well-moisturized, tangle-free, and silky-smooth hair.

The recognition from the A' Beauty, Personal Care and Cosmetic Products Design Award serves as a testament to Takako Yoshikawa's dedication to pushing the boundaries of hairbrush design. This achievement is expected to inspire future innovations within the brand and motivate the team to continue their pursuit of excellence in creating products that enhance people's daily lives and well-being.

Team Members

Readey was designed by Takako Yoshikawa, who also provided artistic direction alongside [Kasetu Souzou](#) Inc. The brand behind the product is Samantha Beauty, and the manufacturer is Koizumi Seiki Corporation.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=155010>

About Takako Yoshikawa

Takako Yoshikawa, based in Osaka, Japan, has been running a successful branding company for 21 years. With a focus on captivating the world with Japan's sense of beauty, Yoshikawa works closely with partner companies to enhance their corporate value and create new value. His work has been recognized with numerous prestigious international awards.

About Samantha Global

Samantha Global Branding & Research Institute aims to turn worries around the world into smiles through brand business. The company strives to create a society where the cycle of dreams spreads, making a positive impact on people's lives.

About Kasetu Souzou

Kasetu Souzou Institute Inc., founded in 2003, is a renowned branding company specializing in high-quality brand logo design, VI design, product design, and communication design. One of their representative works is the logo of The Osaka Aquarium Kaiyukan, showcasing their expertise in creating impactful and memorable designs.

About Bronze A' Design Award

The Bronze A' Design Award recognizes outstanding designs that demonstrate creativity, practicality, and the potential to positively influence industry standards. Winning designs are acknowledged for their professional execution, innovative use of materials and technology, and ability to enhance people's lives and well-being. The rigorous selection process involves blind peer review by a panel of design professionals, industry experts, journalists, and academics, ensuring that only the most deserving works receive this prestigious recognition.

About A' Design Award

The A' Design Award is an esteemed international design competition that recognizes superior products and projects across all industries. With a philanthropic mission to make the world a better place through good design, the award motivates designers and brands to develop

innovative solutions that positively impact society. Now in its 16th year, the A' Design Award celebrates remarkable achievements, showcases pioneering designs on a global stage, and drives the cycle of inspiration and advancement in the design community. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at <https://cosmeticproductawards.com>

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