

FOR IMMEDIATE RELEASE

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Nidec’s HPD Motor Adopted for Use in ReFa’s New Hair Dryer

Nidec Corporation (TSE: 6594) (OTC US: NJDCY) (“Nidec” or the “Company”) announced today that its HPD motor has been adopted as a wind-blowing component in ReFa BEAUTECH DRYER SMART, the latest hair dryer that MTG Co., Ltd. (“MTG”) has launched under its cosmetic brand, ReFa, on November 1, 2022.



ReFa BEAUTECH DRYER SMART



Nidec’s HPD motor

Released by MTG under its cosmetic brand of ReFa on November 1, 2022, ReFa BEAUTECH DRYER SMART weighs 330g*¹, approximately 40%*² lighter than its predecessor. The new model, equipped with a compact environmental temperature sensor, is programmed to blow hot/cold air in an optimum way based on the outside temperature. Blowing each of the scalp and the tips of hair with air at an appropriate temperature, ReFa BEAUTECH DRYER SMART ensures a high-quality finish on both of them.

Nidec’s HPD (hyper propulsion digital) motor installed in ReFa BEAUTECH DRYER SMART was designed exclusively for the product, and despite its small size (29mm in diameter) and light weight (approximately 67g), can rotate up to approximately 100,000 times per minute. Thus, the HPD motor contributes to both improving ReFa BEAUTECH DRYER SMART’s wind speed and pressure, and making the product light.

As the world’s leading comprehensive motor manufacturer, Nidec stays committed to developing products based on its technologies to make light, thin, short, compact, and highly efficient products, to propose, at an overwhelming speed, solutions that contribute to the evolution of home appliances.

*1. The weight does not include the product’s power-supply cord or hair-setting nozzle.

*2. This is in comparison with ReFa BEAUTECH DRYER PRO, MTG’s existing product launched in 2021.

For more on the HPD motor, please contact Sales Division of Nidec Corporation’s Small Platform Motor & Solutions Business Unit (Tel.: +81-3-3494-0881).

For more on ReFa BEAUTECH DRYER SMART, please contact MTG Co., Ltd. (Tel.: +81-120-467-222).

Website on ReFa BEAUTECH DRYER SMART: https://www.refa.net/item/refa_beautech_dryer_smart/

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