

**🐾 For your beloved dogs, cats, and even small animals! ♡ Born from customer feedback, we are excited to launch the Tsurukame Mark Wan-Nyan Face Comb starting today, June 2nd!**

Kenshin Industries Co., Ltd. (President: Kazuo Iida, located in Horita, Himi City), which will celebrate its 107th anniversary in 2025, is pleased to announce the official launch of a new addition to its long-established "Tsurukame Mark" line of combs for humans and pets – the Wan-Nyan Face Comb – starting from June, 2nd. Previously, we conducted trial face-to-face sales at local markets and events, and were delighted to receive overwhelmingly positive feedback from every customer who purchased it. Encouraged by these responses and with a strong desire to let more people discover this product, we are now making it available at select retail stores and through our official online shop.

**--Background of Development--**

The Tsurukame Mark Beauty Comb was first introduced in 2020, born from the heartfelt desire of our employees to apply the polishing techniques—cultivated over more than a century through the traditional production of "Himi Needles"—to create something gentle and safe for people. As more and more users came to appreciate the comb, we began receiving requests from customers who had used it themselves and loved it: "It worked so well for me, could you make one for my pet too?" In response, we launched the Tsurukame Mark Wan-Nyan Comb in 2022, specially designed for pets. Then, in 2024, we further improved the design and usability by introducing the Stainless Wood Comb series. However, feedback from other customers followed: "The combs so far are a bit too large for grooming around the face.", "I'm afraid it might poke my pet's eyes.", "My pet is scared of the shiny pins." Listening carefully to these voices, we maintained the same high-quality standards based on our signature "straight and smooth" polishing technique, and developed a new, compact, and safe-to-use product – the Tsurukame Mark Wan-Nyan Face Comb.

**--Product Features--**

The standout feature of the Tsurukame Mark Wan-Nyan Face Comb is its compact size—approximately 5cm x 6cm. While preserving our signature adhesive-free construction method and the gentle, polished pins created through our traditional finishing techniques, we have scaled the design down to fit comfortably in the palm of your hand. This allows for safe, gentle grooming around your pet's face—almost as if you were stroking them with your hand. Some pets tend to shy away from the glint of metal combs, but because this comb is small enough to be concealed in your hand, it can help hide the shine of the pins. As a result, it can also serve as a great tool for training pets to become comfortable with grooming—learning that it doesn't hurt. Just like our previous models, we proudly use a combination of natural Japanese cypress (hinoki)—known for its pleasant scent and potential insect-repelling properties—and rust-resistant SUS304 stainless steel, making this a product we stand behind with confidence.



**Tsurukame-marked Wan-Nyan Face Comb**

- The stainless-steel pins are polished to a mirror finish, minimizing friction and reducing static electricity during brushing. This helps protect both the coat and the skin from damage.
- Each pin is carefully rounded into a smooth hemispherical tip, making grooming painless and providing a gentle massaging effect that promotes a healthy scalp.
- With its compact size that fits snugly in your hand, this comb is not only perfect for dogs and cats, but also ideal for small animals such as rabbits, hamsters, and meerkats.

**Where to Buy**

Available at:

- Interpets Osaka 2025 (June 13–15, INTEX Osaka, Hall 3, Booth M018)
- Kenshin Industries Official Online Store – <https://shop.kenshin.jp/>

Also available at:

- Himi Banyagai (Himi Fishing Port Market Street)
- Himi Onsenkyo Souyu (Public Hot Spring Bath)
- Minato Sake Shop (Iseomachi, Himi City)
- Kenshin Industries booths at pet-related events and markets (when participating)

**Contact Information**

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Online Store: <https://shop.kenshin.jp/>

Instagram: <https://www.instagram.com/tsurukamejirushi/>

**Product Overview**

Product Name: Tsurukame Mark Wan-Nyan Face Comb

Size: Approx. 53mm (W) × 58mm (H) × 9mm (D, including pins)

Materials: Natural Japanese cypress (Hinoki), Stainless Steel (SUS304)

Price: ¥1,980 (including tax)

EC-site



Tsurukame-marked  
Beauty Comb

**About Our Company**

Founded in 1918 (Taisho 7) as a sewing needle manufacturer, our company has since expanded its operations to include wire processing of needle-like products made from piano wire and stainless steel, as well as the processing and assembly of aluminum building materials such as sashes, interiors, and exteriors. We also engage in the development and manufacturing of our own original products. Our company motto, "Doing the ordinary things, extraordinarily well," reflects our ongoing commitment to precision and consistency. Just as we did in our needle-making days, we continue to refine our techniques for drawing and polishing fine, slender metal materials. Our quality control is supported by skilled craftsmen, who patiently and meticulously inspect large quantities of delicate components to ensure the highest standards are met.