



For Immediate Release

March 26, 2020

**A sister brand of “L.O.L. Surprise!,” blockbuster dolls of which total series sales have exceeded four million units in Japan, is being introduced!**

**Create your dream hairstyle! “Stylish and Cute” hair styling toy allows “playing with the doll” while finding “your own fashion.”**

**“POP POP HAIR SURPRISE 3in1 POP”**

**To be launched Saturday, March 28, 2020**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch **“POP POP HAIR SURPRISE 3in1 POP,”** a hair styling toy with which you can enjoy “playing with the doll” and “your own fashion,” (SRP: JPY 2,000/tax not included) from Saturday, March 28, 2020 across Japan at toy stores, toy sections of department stores/mass retailers, variety stores, some accessory shops, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



“POP Brushes”



“POP Rollers”



“POP Hair Pets”

**“POP POP HAIR SURPRISE 3in1 POP”**

**“POP POP HAIR SURPRISE 3in1 POP”** is a “surprise toy (\*2)” to be newly released under a sister brand (\*1) of “L.O.L. Surprise!” photogenic dolls of which total series sales have exceeded four million units since the launch in Japan (as of November 30, 2019 from July 2018). The doll is filled with many charms; you can brush its or your hair, see a surprise which happens with water, wear it like hair extensions, share it with your friends and use it as a pen topper (it can be attached to the tip of a pencil or pen).

By arranging the doll’s hair using included hair elastics and hair clips and putting it in your child’s hair in a ponytail, braid or any other hairstyle, you can enjoy both “playing with the doll” and “your own fashion.”

In “POP POP HAiR SURPRISE 3in1 POP,” three types of items, namely (1) “**POP Brushes**,” a brush-type doll with which you can brush the doll’s or your hair, (2) “**POP Rollers**,” a capsule with which you can enjoy a surprise with water, and (3) “**POP Hair Pets**,” a doll with colorful hair which you can put on your hair like hair extensions, are combined as a set with one toy. You won’t know which character is inside for (2) and (3) until you open the package (a total of 25 or more types are being introduced).



“POP POP HAiR SURPRISE 3in1 POP” and “L.O.L. Surprise!”

(\*1) “**Sister brand**” ---A surprise toy brand newly offered by US-based MGA, the producer of “L.O.L. Surprise!,” under which a total of more than 500 million units have been sold in 90 or more countries and regions.

(\*2) “**Surprise toys**” ---Toys complete with the following attributes: “you won’t know what is inside until you open it,” “it has the element of surprise,” and “is collectible.” “L.O.L. Surprise!” has become a driving force for the surge of “surprise toys” in Japan.

**Introducing “POP POP HAiR SURPRISE 3in1 POP”**

★For the “surprise toy,” three types of items come in one product. A total of 25 or more types of characters are being introduced!

Three types of items, namely “POP Brushes,” “POP Rollers” and “POP Hair Pets,” are combined as a set with one toy.

Pick your favorite one from among eight types of POP Brushes (\*3) and open the package, and you will see one type of POP Rollers and one type of POP Hair Pets that are randomly enclosed.

With a total of 25 or more types of characters introduced, you can also enjoy collecting them.

The toy is filled with charms, such as “water surprise,” which is brought when you open POP Rollers.



“POP Brushes”

“POP Rollers”

“POP Hair Pets”

(\*3) You may be unable to choose at some stores.

★ How to play ★

- POP Brushes**  
Open the head of POP Brushes and take POP Pod from inside it!
- Spray bottle**  
If you turn the legs part of POP Brushes to the left, it will become a spray bottle!
- POP Pod**  
Take the cap off the spray bottle and put water in it! After you put water, put the cap back on and spray water on POP Pod!  
\*Dump the used water promptly.
- POP Rollers**  
POP Rollers appears from POP Pod!
- Bow Clip**  
Take Bow Clip off and unroll the hair wrapped around POP Rollers in the direction of the arrow!
- POP Hair Pets**  
When you open POP Rollers, POP Hair Pets gets unveiled!

★You can enjoy hair arrangements making both the doll and you stylish!

In recent years, more and more children have been enjoying hair arrangements by wearing colorful hair extensions at various occasions such as dance recitals and other events. Since a hair elastic is attached to “POP Hair Pets” doll, even children can put it in their hair easily to create their dream hairstyle freely. For example, you can enjoy arranging the doll’s hair on weekdays when you go to kindergarten or school and wearing it in your own hair to have a colorful hairstyle on weekends. How to have fun with the doll is up to you.

★ “POP POP HAiR SURPRISE 3in1 POP” is full of ways to enjoy ★



You can style the doll’s hair using included hair elastics and hair clips!



Use as a “pen topper” by attaching it to the tip of a pencil or pen!



The brush-type doll that can be used to brush your hair!



Even children can use it easily because a hair elastic is attached to it!



You can create your dream hairstyle with a variety of arrangements!

[Product Outline]

Product Name: “POP POP HAiR SURPRISE 3in1 POP”

SRP: JPY 2,000 (tax not included)

Launch Date in Japan: Saturday, March 28, 2020

Recommended Age: 6 years and up

Package Contents: POP Brushes (total eight types/with a spray bottle) x 1, POP Pod x 1, Pop Rollers (total six types) x 1, POP Hair Pets (total 13 types) x 1, hair clips x 2, hair elastics x 4, instructions x 1

\* For POP Brushes, you can choose and purchase your favorite one from among a total of eight types.

(You may be unable to choose at some stores.)

\* Enclosed POP Rollers is one of the total six types and POP Hair Pets is one of the total 13 types, which are chosen randomly.

\* Package contents may vary.

Dimensions: W 95 mm × H 135 mm × D 60 mm (Brush-type doll size)

Sales Channels: Across Japan at toy stores, toy sections of department stores/mass retailers, variety stores, some accessory shops and online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.jp](http://takaratomy.jp)), etc.

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It's fun to collect them! A total of 25 or more types of characters are being introduced!

**\* The images published in this release are for visual representation purposes only. Some of them may differ from actual products.**

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