

The Japanese Drugstore Cheat Sheet

What a local in Nagoya actually buys — and the phrases to show the staff.

THE FIVE THINGS WORTH YOUR SUITCASE SPACE

- ☐ **ALLIE Chrono Beauty sunscreen** ≈ ¥2,000
The category Japan does better than anyone. Buy a backup — it's the one everyone regrets not doubling.
- ☐ **Curél lotion (化粧水)** ≈ ¥2,000
The sensitive-skin line dermatologists here actually mention. Untinted, works for every skin tone.
- ☐ **SILK THE RICH hair oil** ≈ ¥1,500
The re-buy: comes in three scents, survives Nagoya summer humidity.
- ☐ **CEZANNE** ≈ ¥660
Drugstore makeup that embarrasses luxury brands — at convenience-lunch prices.
- ☐ **excel** ≈ ¥1,650
The step up when you want drugstore prices with department-store pigment.

Prices: Nagoya drugstores, July 2026. ¥100 ≈ \$0.63. Full reviews on the site.

WHERE TO GO

Best selection Matsumoto Kiyoshi flagship stores

Best prices Cosmos or Sugi

Tax-free Any large branch near a major station — passport + ¥5,000 in one receipt

SHOW THIS TO THE STAFF

敏感肌用はどれですか？

Binkan-hada-yō wa dore desu ka? — Which one is for sensitive skin?

免税できますか？

Menzei dekimasu ka? — Can I get this tax-free?

一番人気はどれですか？

Ichiban ninki wa dore desu ka? — Which is the most popular?

日焼け止め売り場はどこですか？

Hiyakedome uriba wa doko desu ka? — Where are the sunscreens?

GOOD TO KNOW

Tax-free bags are sealed. Cosmetics bought tax-free get sealed in a bag you're not supposed to open until you leave Japan — so keep your daily sunscreen out of the tax-free receipt.

化粧水 ≠ toner. It hydrates, it doesn't strip. Press it in with your hands on damp skin — skip the cotton pad.

Budget: everything on this sheet is about ¥8,000 (~\$50) total. ¥10,000 buys a generous haul with a sunscreen backup.