

November 5, 2024

KANEKA CORPORATION

Kaneka Releases “Watashi no Chikara (My Energy)[™]
Q10 Yogurt Skin Moisture & Stress Care Drink Type”

-Business Strategy and New Product Launch Event for “Active Form of Coenzyme Q10” Also Held-

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) will launch the “Watashi no Chikara (My Energy)[™] - Q10 Yogurt Skin Moisture & Stress Care Drink Type” on November 5 and the new product will be sold at Seven-Eleven stores in Tokyo and 3 surrounding prefectures*¹ through its affiliate company, Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki).

This product is a food with functional claims*² containing 100mg of the active form of coenzyme Q10. In addition to its function of “reducing temporary stress”, it has a new function of “maintaining skin moisture”. Stress is a concern for people of all ages*³, and measures to prevent skin dryness are ranked highly in women's skin care routines*⁴. As a product that addresses both stress and skin moisture concerns, we will deliver the new appeal of the active form of coenzyme Q10.

A business strategy and new product launch event for the “active form of coenzyme Q10” was held at Aoyama Grand Hall (Minato-ku, Tokyo) on the day of the product launch. At this event, we announced the current situation of overseas development and future business strategies for the functional material “active form of coenzyme Q10”, which is attracting renewed attention. There was also a talk session on “skin moisture” and “stress” with Kaneka ambassador and model, Kurara Chibana.

Based on our mission of “Kaneka thinks Wellness First”, Kaneka provides products focused on delicious flavor and health. We will further expand its unique lineup of products including foods with function claims that combine our Lactic-acid bacteria and nutritional supplements to allow customers to choose according to their needs and contribute to people’s health and rich dietary lives.



Kurara Chibana holding the new product



Watashi no Chikara (My Energy)[™] - Q10 Yogurt series



- *1. Tokyo, Kanagawa, Saitama, Chiba. It may not be available depending on the store.
- *2. Consumer Affairs Agency – Information on Foods with Function Claims
(<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42403291000102>) (in Japanese)
- *3. Comprehensive Survey of Living Conditions 2022
- *4. “Kirei Style” survey 2023 by bizki Inc. (n=2000)

【Product Features】

- The product that assists to “maintain skin moisture and reduce temporary stress.
- A food with function claims that contains 100mg of Kaneka’s own active form of coenzyme Q10.
- A drink type yogurt that contains zero fat.

■About “Watashi no Chikara (My Energy)™ - Q10 Yogurt Skin Moisture & Stress Care Drink Type”

Retailer clients*3: Seven-Eleven stores in Tokyo and 3 surrounding prefectures *4

Volume: 100g

Suggested Retail Price: 144yen (155yen incl. tax)*5

*5. The price includes consumption tax of 8% as a product eligible for reduced tax.

【Submitted Claim】

This product contains the active form of coenzyme Q10. The active form of coenzyme Q10 has been reported to maintain skin moisture of healthy women and reduce temporary stress from those who are experiencing temporary stress.

- Maintain a balanced diet including a staple food, a main dish and side dishes.
- This product is categorized as “Foods with Function Claims”. Unlike “Foods for Specified Health Uses”, this product is not individually pre-approved by the Secretary General of the Consumer Affairs Agency.
- This product is not intended for use in the diagnosis, cure, or prevention of disease.

■About the Business Strategy and New Product Launch Event

Date: November 5, 2024

Venue: Aoyama Grand Hall (Minato-ku, Tokyo)

Program:

- Introduction of active form of coenzyme Q10
- “Watashi no Chikara (My Energy)™ - Q10 Yogurt” product launch
- Talk session with Kurara Chibana
- Photo session

■Guest profile

Kurara Chibana

Born in 1982 in Naha City, Okinawa Prefecture.

Graduated from the Faculty of Letters, Department of Education at Sophia University. She worked as a model, commentator, poet and actor.

In 2006, she was crowned second runner-up at the Miss Universe pageant. From 2007, she worked for the United Nations World Food Program (WFP) for about 15 years, visiting various parts of the world as an official supporter and goodwill ambassador for Japan. In April 2019, while pregnant with her first child, she enrolled in the Architecture Design Course at the Kyoto University of Art and Design's Distance Learning Department. She graduated in February 2021 and passed the second-class architect exam in 2022. She moved to a seaside town when she gave birth to her second child. She currently appears once a month as a regular on the Nippon Television Network's “DayDay.”



<For product inquiries>

Kaneka Foods Corporation

0120-97-1207 (10:00 a.m. to 5:00 p.m. excluding weekends and holidays)

<General description of Kaneka Foods Corporation>

Headquarters: Shinjuku-ku, Tokyo, Japan

Business description:

- Purchase and sale of food for bakery, confectionery, and processed foods
- Machine sales
- Planning, development, sales, licensing, store management, e-commerce sales, and e-commerce mall management of consumer products and related products

President: Futoshi Fukuzaki