

December 17, 2024

KANEKA CORPORATION

“Watashi no Chikara (My Energy)<sup>™</sup> - ‘Kaneka Q10<sup>™</sup> Fruit Gummies’” Teams with “Licca-chan”  
— Shine Muscat Flavor Released in Advance at Seven-Eleven Stores —

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) has collaborated with the character “Licca-chan”, who is popular spanning a wide range of ages, (distributed by Tomy Company, Ltd.) to promote product awareness of “Watashi no Chikara (My Energy)<sup>™</sup>\*1 ‘Kaneka Q10<sup>™</sup> Fruit Gummies’” through its group company Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki). The collaboration video and special website will be released on December 17, 2024.

On the same day, the Shine Muscat flavor will be released in advance at Seven-Eleven stores nationwide\*2 as a new part of the “Watashi no Chikara(My Energy)<sup>™</sup> ‘Kaneka Q10<sup>™</sup> Fruit Gummies’” lineup.



“Watashi no Chikara (My Energy)<sup>™</sup> ‘Kaneka Q10<sup>™</sup> Fruit Gummies’”, a food with functional claims\*3 containing the active form of coenzyme Q10\*4, supports daily moisture levels by targeting both the skin and stress. You can enjoy the familiar story of Licca-chan, who has been a part of your life since childhood, through the collaboration video\*5 and the content in which she tells you about the “everyday” situations where your mind and skin could become dehydrated.

Based on our mission of “Kaneka thinks Wellness First”, Kaneka provides products focused on delicious flavor and health. We will further expand our unique lineup of products including foods with function claims that combine our Lactic-acid bacteria and nutritional supplements to enhance the quality of life of customers who have health concerns.

\*1. "Watashi no Chikara (My Energy)<sup>TM</sup>" is a brand that provides customers with products that are beneficial to their health and various other faculties. Kaneka Foods Corporation sells "Watashi no Chikara (My Energy)<sup>TM</sup> Q10 Yogurt" as foods with function claims containing an active form of coenzyme Q10, and Kaneka Your Health Care Co., Ltd., another group company, sells a series of supplements. We will continue to expand our product lineup so that customers can choose according to their needs.

\*2. Some stores may not carry this product.

\*3. Consumer Affairs Agency – Information on Foods with Function Claims

(<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42410161700300>) (In Japanese)

\*4. Kaneka was the first company in the world to successfully mass produce an active form of coenzyme Q10 material from yeast by utilizing its proprietary fermentation technology. Kaneka is a leading supplier of an active form of coenzyme Q10 material to pharmaceutical and supplement companies around the world, and its products are used in supplements in Japan, the U.S., Europe, Asia, and other countries, and are favored by many people.

\*5. Video of “Everyday situations” Episode: Did you know?

Collaboration website <https://www.kaneka.co.jp/q10kajitsu-gumi/licca/> (In Japanese)



<Product profile>

Product name	Watashi no Chikara (My Energy) <sup>TM</sup> - Kaneka Q10 <sup>TM</sup> fruit gummies Shine Muscat flavor	Watashi no Chikara (My Energy) <sup>TM</sup> - Kaneka Q10 <sup>TM</sup> fruit gummies Juicy Peach flavor
Suggested retail price	198 yen + tax (213.84 yen incl. tax) *6	
Volume	40g	
Retailer clients	Seven-Eleven stores nationwide*2 (Newly released)	Amazon (on sale) More EC websites to follow
Packaging		

\*6. The price includes consumption tax of 8% as a product eligible for reduced tax.

**【Product Features】**

- The product contains 100mg of Kaneka's proprietary ingredient, the active form of coenzyme Q10 and is reported of two functions including "maintaining skin moisture" and "reducing temporary stress".
- The gummies are filled with a thick fruit juice jelly made with domestically produced white peach juice so that you can taste the freshness of the fruit.

**【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.

<For product inquiries>

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

<Kaneka Foods Corporation>

Headquarters: Shinjuku-ku, Tokyo

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

<About Licca-chan (distributed by Tomy Company, Ltd.) >

The "Licca-chan" dress-up doll, which was first released in 1967, has always reflected the times and fashions of the day, and has released products that embody the dreams and aspirations of children. In recent years, the brand has aimed to be loved by adults who have grown up with "Licca-chan", and the company has also expanded the doll's activities as a celebrity. In addition, "Licca-chan" herself has become a big topic of conversation on Twitter and Instagram.

■ Official website <https://licca.takaratomy.co.jp/>

■ Official SNS @bonjour\_licca

[https://x.com/bonjour\\_licca](https://x.com/bonjour_licca)

[https://www.instagram.com/bonjour\\_licca](https://www.instagram.com/bonjour_licca)

■ Official YouTube channel "Licca-chan Official"

[https://www.youtube.com/@Licca-chan\\_official](https://www.youtube.com/@Licca-chan_official)