

September 24, 2024
KANEKA CORPORATION

Kaneka Releases Food with Function Claims
“Watashi no Chikara (My Energy)TM - Kaneka Q10TM Fruit Gummies”
— Along with Branding Website Renewal —

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) announces that “Watashi no Chikara (My Energy)TM*1 ‘Kaneka Q10TM Fruit Gummies Juicy Peach flavor” sold at Seven-Eleven stores through its affiliate company, Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki) is now available as a food with function claims from September 24.

This product is a food with function claims that contains an active form of coenzyme Q10*2 which supports wellness from within the body to address both “skin” and “stress”.

The gummies are filled with a thick fruit juice jelly which provides two different textures. By using domestically produced white peach fruit juice, you can enjoy the juicy sweetness and freshness of the fruit. These gummies make it easy to take in an active form of coenzyme Q10, and can be easily incorporated into one's daily life, such as refreshment in the midst of work or housework, or when one needs to take a breather, supporting those who are concerned about "dry skin" and “being stressed out easily”.

The product will be sold at Seven-Eleven stores nationwide*3 followed by Kaneka’s online shop and general merchandise stores.

In addition to the product release, the brand website of the “Kaneka Q10TM Fruit Gummies" will be updated. We will further enhance promotion of the “Watashi no Chikara (My Energy)TM*” brand by running product introduction videos on the video streaming websites.



Based on our mission of “Kaneka thinks Wellness First”, we provide products focused on delicious flavor and health. We will continue contributing to our customers' health and rich dietary lives through foods with function claims that combine our Lactic-acid bacteria and nutritional supplements.

*1. "Watashi no Chikara (My Energy)TM" 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)TM 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. 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 a large number of people.

*3. May not be available in all stores.

<Product Information>



Product Name	Watashi no Chikara (My Energy) TM - Kaneka Q10 TM fruit gummies Juicy Peach flavor
Suggested Retail Price	198yen (213.84yen incl.tax) *4
Volume	40g
Brand website	https://www.kaneka.co.jp/q10kajitsu-gumi/

*4. 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