

October 1, 2024

KANEKA CORPORATION

Kaneka Releases Food with Function Claims

“Watashi no Chikara (My Energy)[™] BEAUTIFLY[™]”

— Containing the Active Form of Coenzyme Q10 to Achieve Skin Moisture —

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) announced that “Watashi no Chikara (My Energy)[™] BEAUTIFLY[™]” will be available as a food with function claims through its affiliate company Kaneka Your Health Care Co.,Ltd. (Headquarters: Minato-ku, Tokyo; President: Ikuko Miyake) from October 1.

“Watashi no Chikara (My Energy)[™] BEAUTIFLY[™]” is a food with function claims^{*1} that contains 100mg of the active form of coenzyme Q10^{*2}. This product has been popular with people who want to age gracefully, but now it has been reformulated as a food with function claims following reports of its function to help maintain the skin moisture^{*3} of healthy women. In addition to the active form of coenzyme Q10, it also contains astaxanthin, which has antioxidant properties, and is aimed at supporting women who want to care for dry skin from within the body on a daily basis.

In the “Watashi no Chikara (My Energy)[™]” product series, we are developing new products that achieve a wide range of functions using our proprietary ingredient, the active form of coenzyme Q10, and we will continue to expand the lineup so that customers can choose according to their needs.

Based on our mission of “KANEKA thinks ‘Wellness First’”, we will continue to make our best effort to support better lives for our customers through products related to health that contain our original ingredients.

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

(<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42410011040500>) *Japanese only

*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. Morikawa H et al., Jpn Pharmacol Ther. 2023; 51(4): 551-562.



< Product Information >

Product Name	Watashi no Chikara (My Energy) TM BEAUTIFLY TM
Submitted Claims	This product contains the active form of coenzyme Q10 and astaxanthin. The active form of coenzyme Q10 has been reported to maintain skin moisture in healthy women. The astaxanthin, an antioxidant, has been reported to have functions including “helping to protect the skin from the effects of UV light” and “protecting the skin from UV light-induced dryness and maintaining skin moisture”.
Submitted No.	I988
Functionally Active Ingredient	Active form of coenzyme Q10 (Recommended intake per day 100mg / 2 capsules) Astaxanthin (Recommended intake per day 6mg / 2 capsules)
Volume	33g (550mg×60 capsules)
Suggested Retail Price	4,537 yen (4,900 yen incl. tax) *4
Retailers	Kaneka Your Health Care online shop https://www.kaneka-yhc.co.jp/ * Japanese only

*4. 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.
- It contains 6mg of astaxanthin, which has antioxidant properties, in 2 capsules, and functions including “helping to protect the skin from the effects of UV light” and “protecting the skin from UV light-induced dryness and maintaining skin moisture” have been reported. It also contains 100mg of vitamin C in 2 capsules.

- Maintain a balanced diet including a staple food, a main dish and side dishes.
- This product is categorized as “Foods with Functional 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 Your Health Care Co.,Ltd.

0120-438-910 (9:00 a.m. to 8:00 p.m. excluding Sundays and holidays)

< General Description of Kaneka Your Health Care Co., Ltd >

Headquarters: Minato-ku, Tokyo, Japan

Business description: Production and sales of health-related products using Kaneka’s original ingredients; E-commerce sales

President: Ikuko Miyake