

April 15, 2025

KANEKA CORPORATION

Kaneka Releases Food with Function Claims “Watashi no Chikara (My Energy)™ Q10 Yogurt Skin Moisture & Quality of Sleep Care Drink Type” exclusively at Family Mart stores

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) will launch “Watashi no Chikara (My Energy)™ Q10 Yogurt Drink Type for Skin Moisture and Quality of Sleep” on April 22. This is a new addition to the popular “Watashi no Chikara (My Energy)™ Q10 Yogurt” series. The new product will be sold exclusively at Family Mart stores (※1) through its affiliate company, Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki).

This product is a food with function claims (※2) containing 100mg of the active form of coenzyme Q10. It is a new product that has the functions of “maintaining skin moisture” and “helping to improve the quality of sleep”. Sleep problems are a concern for many people regardless of age (※3), and measures to prevent skin dryness are ranked highly in women's skin care routines (※4). As a product that addresses both quality of sleep and skin moisture concerns, we will deliver the new appeal of the active form of coenzyme Q10.

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.



(※1) Some stores may not carry this product.

(※2) Consumer Affairs Agency - Information on Foods with Function Claims

https://www.fld.caa.go.jp/caaks/s/cssc01/fwccd01?c_id=a09F900004sk9YqIAI (in Japanese)

(※3) Basic Health Needs Assessment 2024 implemented in September 2024 by JMAR

(※4) “Kirei Style” survey 2023 by bizki Inc. (n=2000)

【Product Features】

- The product that assists to “maintain skin moisture” and “improve the quality of sleep”.
- 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 & Quality of Sleep Care Drink Type”

Retailer clients: Limited sales at Family Mart stores

Volume: 100g

Suggested Retail Price: 144 yen (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 improve the quality of sleep (sleeping soundly, deep sleep, not waking up during sleep, etc.), 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, 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

TM