

July 19, 2022

KANEKA CORPORATION

Kaneka releases functional food “Watashi no Chikara (My Energy)™ - Q10 Yogurt”  
“Watashi no Chikara (My Energy)™ drink type”

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka) will launch the sales of “Watashi no Chikara (My Energy)™ - Q10 Yogurt” and “Watashi no Chikara (My Energy)™ drink type” as functional food on August 2. Through its affiliate company, Kaneka Shokuhin Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki), these products will first be sold at Family Mart stores in the Kanto region and at Kaneka online shop\*1. It will then gradually expand to supermarkets, convenience stores, bakeries and small retailers. New TV commercial is also scheduled to air in line with its release.

These products are “Foods with Function Claims” containing 100mg of active form of coenzyme Q10 (Ubiquinol)\*2. In recent years, sleep deprivation and disturbed sleep have become a problem. Many people feel that “stress” and “fatigue” are major factors in these sleep issues\*3. “I feel stressed and can't sleep well”. “I'm tired in the morning and I'm not at my best condition.” This product is recommended for those who feel the exhaustion spiral of stress, sleep, and fatigue as above. In addition, due to the strong demand for drink types, we have added “Watashi no Chikara (My Energy)™ drink type” to the lineup.

Based on our mission of “Kaneka thinks Wellness First”, Kaneka will further expand its unique lineup of products focused on delicious flavor and health, including functional products that combine our Lactic-acid bacteria and nutritional supplements to allow customers to choose according to their needs.



- \*1. Kaneka online shop : <https://www.kaneka.co.jp/onlineshop/>
- \*2. Consumer Affairs Agency – Information on Foods with Function Claims  
(<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42204060570203> Available in Japanese only)
- \*3. Tokyo Healthcare University’s Sleep Research (Research period: November 27-29, 2020)

<Additional Information>

**【Product Features】**

- These product have the functions to improve the quality of sleep, reduce temporary stress, and reduce the feeling of fatigue when waking up, of the people who are experiencing temporary stress.
- A functional food that contains 100mg of Kaneka’s own active form of coenzyme Q10.
- An easy-to-eat zero fat yogurt that you can eat every day.

About “Watashi no Chikara (My Energy)™ - Q10 Yogurt”

Retailer clients: Family Mart stores \*4 in the Kanto region and Kaneka online shop

Volume : 90g

Suggested Retail Price : 138yen (149yen incl.tax) \*5

About “Watashi no Chikara (My Energy)™ - Q10 Yogurt drink type”

Retailer clients: Family Mart stores \*4 in the Kanto region and Kaneka online shop

Volume : 100g

Suggested Retail Price : 138yen (149yen incl.tax) \*5

\*4. It may not be available depending on the store.

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

**【Submitted Claim】**

This product contains 100mg of active form of coenzyme Q10 (Ubiquinol).

This product has the functions to improve the quality of sleep (sleeping soundly, deep sleep, not waking up during sleep, etc.), reduce the feeling of fatigue when waking up, and reduce temporary stress, of the people 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 Claim” . 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 Shokuhin Co., Ltd.

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

< General description of Kaneka Shokuhin Co., Ltd. >

Headquarters: Shinjuku-ku, Tokyo, Japan

Business description: Purchase and sales of food for bakery, confectionery, and processed foods,

Machine sales

President: Futoshi Fukuzaki