

September 17, 2024

KANEKA CORPORATION

A New Drink Jointly Developed with Hot Yoga Studio LAVA “NightVeil™” Now on Sale
—The First Food with Function Claims Containing an Active Form of Coenzyme Q10 for “Skin” and “Sleep”—

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii; hereinafter “Kaneka”) will launch a new product, “NightVeil™”, a food with function claims*1 which was jointly developed with LAVA, a hot yoga studio group operated by LAVA International, Inc. (Headquarters: Minato-ku, Tokyo; President: Takahiko Sumi). “NightVeil™” will be sold through Kaneka’s affiliate company, Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki), from September 20.

“NightVeil™” is a food with function claims that contains an active form of coenzyme Q10 to address both “skin” and “sleep”. The active form of coenzyme Q10*2 has already been recognized for its function in “assisting to improve quality of sleep*3,” and our research has newly reported that it also assists to “maintain skin moisture*4”. This product features a refreshing citrus flavor of grapefruit, orange, lemon juices and the gentle sweet flavor of honey. It is designed to accompany those who are concerned about “dry skin” and “poor sleep quality”.



Based on our mission of “Kaneka thinks Wellness First.”, Kaneka develops supplement materials and foods with function claims. LAVA, which involved in the joint development, is one of the largest hot yoga studios in Japan with more than 490 locations*5 nationwide under the slogan, “Make as many people happy as possible through yoga”. LAVA has been working on improving peoples’ health through yoga and other services, and Kaneka has been working on improving peoples’ health through technology, materials, and products, and by leveraging the advantages of this synergy, “NightVeil™” will be deployed widely as a product that supports

peoples' health and happiness.

The Kaneka Group will continue to contribute to a richer dietary lifestyle by further enriching its lineup of products focusing on delicious flavor and health.

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

(<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42409240960301>) *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. Meaning deep sleep

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

*5. As of July 2024 (including Rintosull brand)

<Product Information>



Product Name	NightVeil™
Volume	50ml
Suggested Retail Price	298yen (322 yen incl.tax*6)
Retailer Clients	Kaneka online shop*7, Kaneka Foods Corporation Rakuten store, Amazon (sold from October 1), LAVA online shop (sold from October 1),etc. Planned to be sold at general merchandise stores (drug stores, etc.).

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

*7. Kaneka online shop (<https://www.kaneka.co.jp/onlineshop/>) *Japanese only

【Product Features】

- The product contains 100mg of Kaneka’s proprietary ingredient, the active form of coenzyme Q10, and has two function claims, “maintaining skin moisture of healthy women” and “improving the quality of sleep”.
- The product uses honey and three kinds of fruit juices, including grapefruit, orange, and lemon.
- The product is easy to drink as each bottle contains 24 calories and 0 fat.

【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.) of 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 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 and Representative Director: Futoshi Fukuzaki