

October 16, 2025

KANEKA CORPORATION

Relaunched “Watashi no Chikara (My Energy)™ BEAUTIFLY™ ex”,
Japan's First Food with Functional Claim “Maintain Skin Turnover in Healthy Women”

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii), through its group company, Kaneka Your Healthcare Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Ikuko Miyake), relaunched Japan's first food with functional claims (*1) that helps maintain healthy skin turnover (*2) in women, “Watashi no Chikara(My Energy)™ BEAUTIFLY™ ex” (*3), on October 1, 2025.

“Watashi no Chikara (My Energy)™ BEAUTIFLY™ ex” is a supplement containing 100mg of the active form of coenzyme Q10 (*4). It will be sold as a food with functional claims not only for its existing function of “maintain skin moisture in healthy women” but also with the newly reported function of “maintain skin turnover in healthy women.” In addition to the active form of coenzyme Q10, it contains astaxanthin which has antioxidant properties, supporting adult women who want to care for dry skin from inside the body on a daily basis.

“Coenzyme Q10” is found in almost all cells in the human body and is an essential component for energy production. There are two forms of “Coenzyme Q10”, “oxidized” and “active”. The “oxidized” form must be converted to the “active” form in the body to work at its full potential. This product contains the “active” form of coenzyme Q10 which is absorbed and delivers its power directly within the body, efficiently supporting your health.

We are developing new products in the “Watashi no Chikara (My Energy)™” series using the active form of coenzyme Q10 and will continue to expand our lineup of intake forms so that customers can choose the product 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) Based on research by Kaneka, as of September 2025

(*2) The series of processes by which skin cells undergo metabolism

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

(*3) Consumer Affairs Agency - Information on Foods with Function Claims

(https://www.fld.caa.go.jp/caaks/s/cssc01/fwccd01?c_id=a09F900004sk8XqIAI) (In Japanese)

(*4) 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 company supplying the 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, as well as being favored by a large number of people.



<Product Overview>

Product name	Watashi no Chikara (My Energy) TM BEAUTIFLY TM ex
Suggested claim	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” and “maintain skin turnover 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.	J747
Functionally active ingredients	Active form of coenzyme Q10 (Recommended intake per day 100mg／2 capsules) Astaxanthin (Recommended intake per day 6mg／2 capsules)
Volume	33g (550mg×60capsules)
Suggested retail price	4,537 yen + tax (4,900 yen incl.tax)(*5)
Website	Kaneka Your Health Care online store https://www.kaneka-yhc.co.jp/ (in Japanese)

(*5) As this product is subject to the reduced tax rate, the price including tax is displayed with an 8% consumption tax.

【Submitted Claim】

- This product contains 100mg of the active form of coenzyme Q10 in two capsules. The active form of coenzyme Q10 has been reported to “maintain skin moisture in healthy women” and “maintain skin turnover in healthy women.”
- It contains astaxanthin, which has antioxidant properties (functionally active ingredients) and Vitamin C.
- 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