

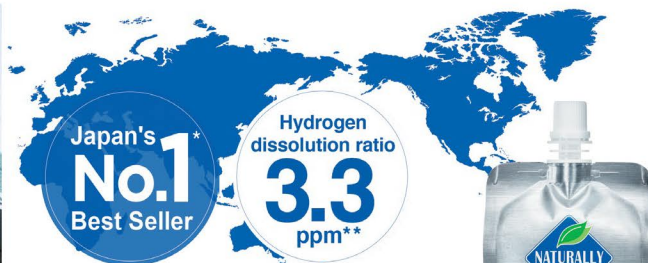
HEALTH INNOVATION: *Naturally Plus Sets Trends*

NATURALLY PLUS IS MAKING WAVES IN GLOBAL MARKETS WITH ITS INNOVATIVE HEALTH SOLUTIONS, PARTICULARLY THROUGH ITS LEADING HYDROGEN WATER BRAND, IZUMIO.

Established in 1999, Naturally Plus has expanded under the "Made in Japan" label with high-quality products like IZUMIO. This hydrogen-infused beverage showcases the company's dedication to scientific innovation and consumer health, offering one of the highest concentrations of hydrogen in the world. In Japan alone, Naturally Plus has sold over 300 million pouches, and continues to be the number one hydrogen-

infused beverage in Japan. Company president and CEO Takashi Tajima notes: "By building on the trusted reputation of Japanese craftsmanship, we have successfully expanded throughout East and Southeast Asia." Despite initial skepticism on entering the U.S. market, Naturally Plus launched there in 2014. The acceptance of IZUMIO there proved its universal appeal.

The company's commitment extends beyond product sales to a philosophy of health



*Hydrogenated water market in Japan (excluding generation equipment and supplement): No. 1 Brand By Sales Amount, 2010-2022. Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2023.

**Average reading at point of filling.



"We build on the trusted reputation of Japanese craftsmanship."

Takashi Tajima
PRESIDENT & CEO, NATURALLY PLUS

and wellness. Mr. Tajima explains: "One of the attractions of hydrogen-infused water is its ability to reduce oxidation back to its original state." Combining rigorous scientific research with practical health benefits, the company's product claims are evidenced in a significant study by the head scientist Shigeo Ohta, Ph.D., a co-author of one of the first studies published on the antioxidative benefits of hydrogen.

Naturally Plus not only innovates but also educates, ensuring hydrogen-infused water is understood and effectively used worldwide, supporting a lifestyle of health that resonates globally.



Naturally Plus®

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