Revolutionary Oral Care Product will lead to Health Longevity and Create Job Opportunity for the Disabled People
WHO IS THE MOST CLOSEST TO YOUR HEART?
Blessed with a disabled child.

Worked at Uchida Yoko and Deloitte Tohmatsu Consulting Strategic Marketing Team

Found out that the hourly wage of the disabled is too low for their independence.

National Average Wage is JPY 13,079 (US$ 130) per Month.

In Yokohama, JPY 100 (US$ 1) per day in some cases.
◆ Difficulty in improving their income
◆ Serious issue after parents are gone
◆ Below are the newspaper articles on my birthday in 2012

5 Yr Plan to double the disabled Salary looking impossible to achieve

77 yr old mother and 44 yr old son found left dead in the house
First step is to start from what we can do

Planning to Start up Organic Cosmetic Brand Venture and subcontract to the Caring Facility of the Disabled

Established NPO "Sell The Challenge" and supported to manufacturing and marketing activity by the Caring Facility for 10 years.
Finding Possibility of the Fusion of Welfare and Business

- What is the purpose of my life?
- What is my mission?
- Who will take care of child after parents death?
- Can the establishment of a strong company solve the problem?

Starting from what we can do to create futures for our most important ones
Met with a Biotechnology Researcher
Joint research with the University of Kyushu on Anti-Bacterial Material of a Lactic Acid Bacterium "Bacteriocins".

My father diagnosed as terminal cancer
Unnecessarily weakened by incorrect prescription of antibiotics and disinfectant
Encountered many oral care problems for the elderly patients
BIO x SOCIAL VENTURE

ORALPEACE
Increasing needs for Oral Care

◆ Aid for the elderly and disabled - US$ 93 billion

◆ Death caused by pulmonary aspiration pneumonia - 300 per day

◆ Announcement of Correlation between improper oral care and alzheimer - Ministry of Health, Labor, and Welfare

◆ 8020 Movement - 20 teeth at 80 years old
High Potential / Global Market

◆ Japanese Domestic Market Size - US$ 1.2 billion with Growth Rate of 3%

◆ Difficulty in effective oral care with traditional unswallowable product

◆ There is no high antibacterial swalloable product in the world other than ORALPEACE

◆ Create new market with new innovation - ORALPEACE

Do not swallow

Oral Care with Water

US$ 1.2 billion expanding market
Only if there was a strong antibacterial product you can swallow!!
Demand for Employment Opportunities

- Number of disabled in Japan - About 7.5 million, 1 in 12
- Aging society, the hollowing out in Japanese industry
- Decrease of the consumer population

- Increase of pension for the disabled?
- What will it be like in 10 years time?

In order for the disabled who cannot leave his/her town but need to make adequate living, we need to create new business which can increase job opportunities all over Japan
Through creation of socially valuable products and business, we will open doors to new future for the disabled through establishment of a global company able to find solutions to social concerns.
What is Oral Peace Project?

**MAIN TARGET**

Elderly and disabled people who have difficulties in oral care.

**NEEDS**

Need for daily oral care using safe and reliable ingredients.
Easy, effective, and low cost.

**ORIGINALITY**

Supply of innovative oral care product at reasonable price.
Create job opportunities for the disabled all over Japan.
Bacteriocines from Lactic Acid Bacteria

◆ 'Nisin' was first identified in the UK in 1928 from cheese, and was approved as safe food preservation material in over 50 countries.

◆ University of Michigan announced the effectiveness of bacteriocines against oral cancer in 2012.

◆ It bought attention all over the world as future antibacterial material, environmentally friendly, replacing traditional synthetic disinfectant and antibiotics.

◆ However, it contained salt and as such its' usage was limited for food.
Development of Natural Anti-Bacterial Agent "Neo-Nisin"

- Industry-Academia collaboration research by University of Kyushu, University of Kagoshima, National Center of Geriatrics and Gerontology
- Establishment of highly technical refinement technology of Nisin - tasteless, odorless, transparent, medically usable
- Effectiveness to gram-negative bacterial - obtained Patent
Outstanding Safety, Anti-Bacterial, Flavor - 'Neo-Nisin'

- Quick effectiveness against cavities, periodontitis, bad breath, and pulmonary aspiration pneumonia
- Equivalent sterilizing properties to traditional synthetic disinfectant and antibiotics.
- Digested in stomach if swallowed, resolved in blood if entered into lungs
- Not achievable by previous 'Nisin'
Experiment 1-1

【Result】

Neo-Nisin®(-)  Neo-Nisin®(+)  Neostelin Green®  Isodine®©Gurgle Solution

# of Bacteria (/ml)

(=21)
ORALPEACE now in the Market!

- 2 products with refreshing flavor
- The first venture ever in the world to utilize bactliosin for medical and cosmetical usage
Difference with the existing products

- 100% natural ingredients - chemical free
- Death by pulmonary aspiration pneumonia usually while asleep.
- Traditional sterilized products upset stomach if swallowed
- Oralpeace can be used during sleep and reduces death risk
COMPETITIVE PRICE, CHEAPEST AMONG SIMILAR ITEMS
How do we create job opportunity throughout Japan?

There is limit to factory space availability, but room for marketing and sales activity is limitless.

The disabled to promote socially useful and competitive products in their own regions.
New business model - Disabled to market, sell, and deliver products to the elderly in their own region. Creating job opportunities for the disabled

New model of BOP business in Japan

Idea from BOP business in the developing countries
Care Facility for the Disabled to become distributing agent

Using existing 5,000 distribution care facilities all over Japan to instantly expand business area

Raised wages without additional public / government expenditure.

No conflict with the opportunities for the non-disabled. Creating new job market.
Realize social participation through work
Jobs responding to social needs

Job circulation within the region
Able to Create job opportunities all over Japan
高い利益率と収入
製品1本の販売で200～350円の収入

施設での小売で1本350円の収入 卸売では1本約200円
下請作業1工程1銭～、空き缶つぶし1個1円等の工賃
今までの仕事に組み合わせて簡単に取り組める
CLIENTS IN JAPAN

Urban Research Doors

Sogo

Loft

Seibu

7-Eleven

Coop
The first organic oralcare product in the world with anti bacteria.

Authenticated organic product
Disabled People's Institution in Niigata

Certified cosmetic manufacturing factory
Featured in NHK (Japanese National Broadcast) as the Outstanding Produce of the New Era
1st Prize Winner of Japan Venture Award 2015
New Oral Care Products for "Infants", "Outdoor extremes", "Pets" - January 2015 -
Business Expansion Plan

◆ Overseas Marketing

◆ New market with 'Neo-Nisin' - disinfection products, skin treatment, nasal cavity care, acne, anti-disaster products, ocular instillation, diapers etc.

◆ Insured medicine

◆ Become the US$1 billion pharmaceutical company
Company Goals

◆ Creating revolutionary product.

◆ Organize profitable business and social works all in one

◆ Deliver strong message to the world from the world's #1 aging society

◆ Become the global company of the new era
ORALPEACE Project Members
WE WILL CHANGE THE FUTURE
WE SHALL  DO WHAT WE CAN DO
ITS NOT ABOUT WHAT WE CAN DO OR WHAT WE CANNOT DO

ITS WHETHER WE DO IT OR NOT
DELIVER STRONG MESSAGE TO THE WORLD, THE NEW BUSINESS, FRIENDLY FOR THE DISABLED AND ELDERLY PEOPLE
WHO IS THE MOST CLOSEST TO YOUR HEART?
We welcome and look forward to working with those who share the same philosophy and motivation.
Thank you !!