

Activities of Health Lab Mint+ for Women's health

— Knowing yourself, is protecting yourself

The key message of Health Lab Mint+ for Women's health is "Knowing yourself, is protecting yourself." The website "Health Lab Mint+ for Women's health" is a public service that provides women with accurate information about their bodies and health:
<https://www.aska-pharma.co.jp/mint/> (Japanese version only).



Disseminating Women's Health Information through the Mint+ Website

The Mint+ website is overseen by specialist physicians and other experts. It provides easy-to-understand explanations ranging from basic knowledge of women's bodies to changes in their physical condition accompanying hormonal changes at each life stage, and information on diseases specific to women. We also provide tips for women with a food-based approach to help them lead healthy everyday lives. We strive to pick up broadly on concerns that women have about their bodies that they tend to keep to themselves and on disorders or worries they cannot put into words. We work to provide information and refine our content in the hope that we can alleviate women's anxieties by conveying accurate information and to be a pillar of support for them to lead healthy lives.

Activities of the Project to Promote Women's Health Starting from Food

We are working to further develop activities to help more women lead healthy and fulfilling lives amid a growing interest in women's health issues and the increasing importance of food. In September 2021, we launched the Project to Promote Women's Health Starting from Food with ABC Cooking Studio Co., Ltd.'s ABC HEALTH LABO. As part of this project, we offer online seminars in which doctors and other experts explain women's health issues. These explanations are supported by nutritionists who present information on nutrition and give demonstration lessons for cooking with ingredients (nutrients) that help relieve certain symptoms. In FY2022, we held two seminars, on the topics of the thyroid and menstruation, respectively.



Exhibited at Femtech Tokyo

Together with ASKA Pharma Medical, we exhibited at the first Femtech Tokyo exhibition (Date: October 20-22, 2022, Venue: Tokyo Big Sight, Organizer: RX Japan Ltd.). The event showcased Femtech and Femcare products and services that can help resolve issues at the various life stages of women. For Mint+, we introduced activities that support women's health by disseminating accurate information about women's bodies and health.

Activities for the Younger Generation

Mint+ teens website

Mint+ teens, launched in August 2021, provides teenagers with information about changes in physical condition related to female hormones. The website includes videos that are set in a high school and feature the story of four students attending a special class taught by Teacher ASKA. The videos address real questions and concerns of high school girls, aiming to deepen their knowledge about their bodies and female hormones. The website is also enriched with illustrated content that provides easy-to-understand explanations related to physical care, questions, and concerns.

Launch of Mint+ teens Instagram account

In March 2023, we launched a Mint+ teens official Instagram account as a new point of contact with teenagers. The account shares information on the physical changes associated with hormonal changes, in line with teenagers' school life and events. We provide an accessible and trustworthy resource for high school girls by sharing accurate information to alleviate their anxiety.



Sponsored the Comprehensive Sexual Education Project

We sponsored the Comprehensive Sexuality Education Project, an initiative promoted by the Asahi Gakusei Shimbun Company and Dentsu Inc. aimed at creating opportunities for elementary and junior high school students and their parents to obtain accurate information about sex (sexual education). For Mint+, we held an online seminar for elementary school students and their parents that introduced the topic of menstruation. Dr. Kuniko Tsukada, Director of Atlas Ladies' Clinic, gave an easy-to-understand explanation of the changes in the bodies of boys and girls, the changes that occur until women have a baby, and how to safeguard one's own body.

Distribution of health and physical education supplementary materials for high school students

In 2023, we published health and physical education supplementary material for high school students entitled *High School Students "Now" – The Female Body: What You Should Know*. We distributed this to educational institutions nationwide as a sex-education resource to provide students with accurate information about menstruation and contraception.