

Example of Value Creation

Activities of Health Lab Mint⁺ for Women's health —Knowing yourself is protecting yourself



From the Health Lab Mint⁺ for Women's health website (Japanese version only)

Overview

Birth of Mint⁺

At ASKA Pharmaceutical we have been dealing with women's concerns and health issues for over 100 years now. That is why we believe it is incumbent on us to broadly share the concerns that women tend to face alone, to impart accurate knowledge, and to ease anxieties.

In 2020, which marked the 100th anniversary of our founding, we established Health Lab Mint⁺ for Women's health.

Mint⁺ was started with the goal of broadly disseminating information about women's health, based on the recognition that women find it surprisingly difficult to discuss bodily concerns even with other women, and end up dealing with these problems alone without ever accessing accurate information.



Concept and Policy

In establishing Mint⁺, we sought to create a website that effectively acts as a health dictionary that enables women to find information in simple language on the illnesses and symptoms that concern them, providing confirmation of the causes for their condition and facilitating prompt action, all under the concept of "knowing yourself is protecting yourself."

When considering how best to construct a website that can be trusted by the general public in a world overflowing with information that is not always accurate, we decided firstly that the website should be overseen by specialist physicians and other experts, and secondly that it should feature absolutely no product advertising (including for ASKA Pharmaceutical and other Group companies) and be dedicated to content from a woman's perspective. As a result of these efforts, the website has grown to the point of being viewed by over 300,000 women on average each month.

We plan to continue adding to the website and proactively disseminating information with a view to raising awareness of the disorders and diseases experienced by women at each life stage, facilitating discovery and providing impetus to visit a doctor and get tested.

Example of Value Creation

Website

When Mint+ was established in 2020, the COVID-19 pandemic was gripping the world, and we were unable to conduct face-to-face activities, instead relying largely on the website.



We know that the website is widely used by women of all ages for reasons ranging from the search for basic information on the female body, to finding information on the unpleasant symptoms associated with hormonal changes during menstruation and other life stages. The Mint+ website is comprised of six sections entitled “Feature,” “Concept,” “Column,” “Recipe,” “Event,” and “Library.” The “Feature” section in particular has 13 subsections, while the “Column” section has 11 (as of September 2024).



Mint+ Activities for Younger Generations

To supplement our Mint+ activities targeting women in general, in August 2021 we launched a new website, Mint+ teens, to provide girls in their teens with information centered on menstruation and other changes in physical condition related to female hormones.



Surveys

In June 2020, we conducted a survey on menstruation and other aspects of female hormones, targeting ordinary men and women in their 20s to 50s. We believe it is an important mission for our company to ensure that people in general (not only women but also men) have an understanding of accurate information about women's bodies and health. We released the results of the survey to underscore the importance of health literacy surrounding women's health concerns. In 2022, we conducted a nationwide survey of 300 males and females aged 15 to 19, to clarify the knowledge and awareness of teenage boys and girls regarding menstruation and other painful symptoms experienced by women, as well as the associated behaviors. We published the results of this survey as well.



Use of LINE to Disseminate Information

We established a LINE account to distribute content and event information to Mint+ website users expressing interest in our activities (Japanese version only).



Sexual Education

To ensure that women can live each day with vitality and be active in society, we think it essential to promote understanding among both men and women concerning the painful symptoms associated with female hormones. The reality is, though, that such an understanding is lacking, even among women. We attribute this to the dearth of opportunities for learning about sexuality and health. With this in mind, we created supplementary materials for high school health and physical education. Since Mint+ was established in 2020, we have been providing such materials free of charge to every high school in Japan submitting a request. As of spring 2024 we had supplied roughly 810 thousand information packets to a



Creating Value through Mint+

At ASKA Pharmaceutical, we believe it is our mission as a leading company in the Ob/Gyn field to promote healthcare for women and support improvement in their quality of life as well as their participation in society. In recent years the number of working women in Japan has been increasing amid progress in national efforts to promote women's advancement in society and their active participation in the workforce. At the same time, there has been increasing awareness of the socioeconomic burden caused by menstrual symptoms and the labor losses incurred as a result of poor health leading to difficulty working. We believe that addressing women's health concerns will boost corporate productivity and earnings and help resolve such socioeconomic issues.

Through the dissemination of accurate information about women's health, the Health Lab Mint+ for Women's health website has become an important medium for preventive medicine. It improves literacy related to women's health and enables women to understand their own health conditions at the pre-symptomatic stage.

Commercialization Activities

In October 2023, we commercialized some of the Mint+ activities hitherto conducted as a form of CSR under the banner Mint+ Femknowledge. Through this channel, we provide training videos concerning women's workforce participation to



From the Mint+ Femknowledge website

total of 2,139 high schools across 47 prefectures for use by students, regardless of gender.

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 aims to provide teens, whose hormones are regularly out of balance, with accurate information on bodily issues that they may struggle to discuss, even among peers.



improve health literacy regarding women working for companies and organizations, thereby helping to create comfortable work environments and support the advancement of women.

Contributing to Women's Workforce Participation and Addressing Japan's Declining Birthrate through a Website Supporting Childrearing

While the Health Lab Mint+ for Women's health website already features content centering on pregnancy, childbirth, and postpartum care, we have decided to launch a new website, Mint+ Hug, with a view to disseminating accurate information about childrearing as well. We plan to include information covering the period from confirmation of pregnancy through childbirth, physical changes and conditions affecting the bodies of mother and child following birth, health information through early childhood, and so forth. In essence, we are launching Mint+ Hug to support workforce participation by women of childbearing age and indeed all individuals involved in childrearing.



Image from website home page