

# Corporate Guide

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**TOKIWA Pharmaceutical Co., Ltd.**

NOEVIR GROUP

# Company Outline & History

Introduction to TOKIWA Pharmaceutical and its history.

## Company Outline

Company Name	TOKIWA Pharmaceutical Co., Ltd.	
Address	6-13-1 Minatojima-nakamachi, Chuo-ku, Kobe 650-8521, Japan	
Established	February 1954	
Capital	JPY 4,301,265,000 [Shareholder Ratio] Held 100% by Noevir Holdings Co., Ltd.	
Directors	Representative Director, Chairman and President Vice President and Representative Director Director Director Director Director Director Director Standing Corporate Auditor (As of November 28, 2023)	Masataka Nakano Kouzou Matsushita Masao Tainaka Kazuki Nakata Hideyuki Kanda Ryosuke Arai Tatsuya Kusaka Hidetake Masaki
Employees	TOKIWA Pharmaceutical Co., Ltd. 368 TOKIWA Medical Service Co., Ltd. 284 Consolidated 652 (As of September 30, 2023)	
Business	Production and sales of pharmaceuticals, quasi-drugs, health food, and cosmetics	
Offices	[Headquarters] Tokyo, Kobe [Locations] Sendai, Tokyo, Nagoya, Kobe, Hiroshima, Fukuoka [Factory] Mie [Research Center] Shiga (Noevir Group Research Laboratory)	
Group Companies	Noevir Holdings Co., Ltd. Noevir Co., Ltd. Bonanza Co., Ltd. TOKIWA Medical Service Co., Ltd.	

## History

February 1954	TOKIWA Pharmaceutical Co., Ltd. established.
September 2002	Becomes subsidiary of Noevir Co., Ltd.
September 2004	As part of the restructuring of Noevir Co., Ltd., the three subsidiaries (TOKIWA Pharmaceutical, Nov, and Sana) are merged.
June 2011	TOKIWA Pharmaceutical becomes a subsidiary of Noevir Holdings Co., Ltd. due to organizational restructuring.

# Corporate Slogan

TOKIWA Pharmaceutical's slogan,  
“Dedicated to Healthier Bodies, Happier Minds” ,  
represents the commitment to encouraging passion toward our customers' bodies  
and minds through the provision of necessary and satisfying  
products and services in the fields of pharmaceuticals,  
quasi-drugs, health foods, cosmetics, and more.

# Businesses

Information about TOKIWA Pharmaceutical Co., Ltd.'s various businesses.

## Over-the-counter pharmaceuticals and quasi-drugs

TOKIWA Pharmaceutical sells products such as Nanten Nodo Ame herbal cough drops, a third-class pharmaceutical and perennial favorite since 1968, as well as the highly effective Gron Vita and Vita C drinks for replenishing nutrients in response to physical exhaustion, at pharmacies and drug stores.

### ■ For throat relief — Nanten Nodo Ame herbal cough drops

An effective ingredient in Nanten Nodo Ame herbal cough drops is the fruit of the nandina shrub, long known for its soothing effects on the throat and coughs.

The extract of this fruit is recognized for its medicinal properties, and was declared a pharmaceutical ingredient in 1978. Although this extract was not permitted as an effective ingredient in drops/tablets belonging to the antitussive expectorant category, our many years of sales history and other records allowed Nanten Nodo Ame to be specially and uniquely recognized as a “pharmaceutical cough drop containing nandina fruit extract.”

The flavor base is made not just from molasses, but also contains the gentle taste of honey; flavor varieties are also increasing. Even the packaging has been designed with the details in mind: the pouch-style bag has a zip-top closure, making it easy to take on the go.

With our commitment to our long-standing customers in mind, as well as a mission to share the value of “pharmaceutical cough drops” with younger generations, we at TOKIWA Pharmaceutical will continue to grow this brand, a long-standing favorite.



## Medicine kits

TOKIWA Pharmaceutical also provides its products through the Kusuri Bako medicine kit, which can be stored in the home for peace of mind.

Our medicine kits can be placed in the home and customers only pay for what they use, after they use it. This idea stems from the saying of traditional Japanese medicine sellers, senyo kori; it is a concept over 300 years old that means to first treat the illness, and to worry about payment after.

Since its founding, TOKIWA Pharmaceutical has put its customers' health and happiness first by producing these medicine kits. Going forward, we will continue to develop products for our society to manage their own health, and provide those products through medicine kits.

## Health food

In addition to Min Min Da Ha, Kyo Kyo Da Ha, and Geki Kyo Da Ha – functional drinks to support workers, students, drivers, and others – our beauty-encouraging Beaupower and other carbonated beverages and health supplements are available at convenience stores, supermarkets, general merchandise stores, drug stores, and highway service areas.

### ■ To fuel your day! — Min Min Da Ha

TOKIWA Pharmaceutical began selling Min Min Da Ha in 1997, to cheer on those who work hard. We released Kyo Kyo Da Ha in 2006, and Geki Kyo Da Ha, for a double-dose of alertness and energy, in 2015. Thanks to being drunk as a reliable drink for the sake of business people, students, drivers, and others who need an extra boost when it matters most, the taste and packaging were renewed\* in April 2021 for further progress. We support your well-balanced life quickly and smartly with one shot at the beginning of the day in the life scenes diversified.

\*Packaging renewed only for Kyo Kyo Da Ha



## Cosmetics

### SANA

Sana is known for its lineup of unique, trend-setting, original products, specifically high value-added cosmetics available at affordable prices. The Nameraka Honpo skincare line containing soymilk isoflavones\*, the Excel makeup brand, and the Pore Putty line featuring the popular BB cream and makeup primer are just a few of the various Sana products sold in approximately 20,000 cosmetics stores and general merchandise stores across Japan, mainly in cosmetic specialty stores and drug stores.

\*Cultured soymilk liquid (moisturizing agent) contains isoflavones

### ■ Natural skincare for smooth, beautiful skin — Nameraka Honpo

Isoflavones, widely known as a component found in soybeans, have garnered attention as an effective skincare ingredient. TOKIWA Pharmaceutical began focusing on isoflavones at an early stage and developed the Nameraka Honpo skincare line to create soft, supple skin. The luxurious texture provided by natural ingredients has made this line popular with customers of all ages. Since debuting in February 2004, total sales for the line have surpassed 180 million units. (as of February 2022) We will also be continuing to expand our product lineup by relaunching the Moisturizing Line in February 2022.



### ■ Tokyo Rich Casual — Excel

This makeup brand provides items that are perfect for today's trend-setters looking to arrange the season's looks in their own way. The brand launched its original card-shaped makeup in 1987 and underwent a major relaunch in 2012 on the 25th anniversary of the brand's establishment.

Many products have become popular over the years for their ease of use and elegant finish with no special technique required.



### ■ Long-Lasting Pore Coverage — Pate

On the market since 2006, this base makeup brand is comprised of items specially designed for pore coverage, particularly BB creams and makeup primers.



### ■ Multi-Function in One Tube! — SANA New Born

On sale since 1996.

Featuring brow pencils, eyeliner, and mascara, this multipurpose eye makeup brand allows anyone to easily apply professional-class makeup.



## NOV

These quasi-drugs and cosmetics were developed with the help of dermatologists in order to provide skincare rooted in clinical dermatology, especially for those with skin issues. In addition to the NOV line of hypoallergenic products created for delicate skin, we are also developing items in cosmetic dermatology and cosmetic surgery fields, such as the Cellnew line of functional cosmetics.

### ■ Help for Those with Skincare Issues — NOV

NOV is a line of hypoallergenic cosmetics developed in 1985 with the help of dermatologists. A dermatologist lamented the fact that there were no cosmetics options for those with skin issues, spurring research and development and gaining the support of many customers battling skin trouble. From the initial planning and development phases, we not only consulted with numerous dermatologists but also had the cooperation of skincare patients and ran clinical trials. Trial results were even published as articles in dermatological journals.



## OEM drinks

We are working to use our soft and hard skills as a pharmaceutical company to develop an original equipment manufacturing (OEM) drink business based on good manufacturing practices.

The Mie Factory, located in Iga City in Mie Prefecture, added a drink production line in 2015, increasing production know-how and efficiency while strengthening product quality control systems.

We will continue to answer our business partners' needs and provide high quality products.

Business partners are also welcome to tour the factory.



Link to Mie Factory website

 <https://www.tokiyakuhin.co.jp/cojp/company/factory-mie.aspx>

# Sales Offices

Information about TOKIWA Pharmaceutical Co., Ltd. sales offices throughout Japan.

## Headquarters

Tokyo Headquarters — Lattice Aoyama Square, 1-2-6 Minamiaoyama, Minato-ku, Tokyo 107-0062, Japan

Kobe Headquarters — 6-13-1 Minatojima-nakamachi, Chuo-ku, Kobe 650-8521, Japan

## Sales Offices

Tohoku Regional Sales Office — Tokyo Tatemono Sendai Bldg.,1-6-35 Chuo, Aoba-ku, Sendai 980-0021, Japan  
NOV Sendai Office

Kanto Regional Sales Office — Shin Aoyama Bldg. west, 1-1-1 Minamiaoyama, Minato-ku, Tokyo 107-0062, Japan  
SANA Higashinohon Office 1, Office 2  
Health Care (Sales)  
NOV Tokyo Office

Chubu Regional Sales Office — 2-3-1 Sakae, Naka-ku, Nagoya 460-0008, Japan  
NOV Nagoya Office

Kansai Regional Sales Office — 6-13-1 Minatojima-nakamachi, Chuo-ku, Kobe 650-8521, Japan  
SANA Nishinohon Office  
Deposit Sales  
NOV Kobe Office

Chugoku Regional Sales Office — Shishinyo-Bldg. ,3-17, Fukuromachi, Naka-ku, Hiroshima 730-0036, Japan  
NOV Hiroshima Office

Kyushu Regional Sales Office — MetLife Tenjin Building 9F, 1-2-12 Tenjin, Chuo-ku, Fukuoka 810-0001, Japan  
NOV Fukuoka Office



## Factory and Research Center

Mie Factory — 2604-5 Shirakashi Aza Nagatani, Iga 518-1151, Japan

Noevir Group Research Laboratory — 112-1 Okada-cho, Higashiomi 527-8588, Japan

# Group Companies

Information about TOKIWA Pharmaceutical Co., Ltd. Group companies.

## Noevir Holdings Co., Ltd.

Noevir Holdings Co., Ltd. is a holding company that manages the entirety of Noevir Group, which is involved in various businesses in the pharmaceutical, health food, and, principally, cosmetics industries. The company was listed on the first section of the Tokyo Stock Exchange on August 31, 2012. (Group information, press releases, shareholder and investor information, and more available.)

 [www.noevirholdings.co.jp](http://www.noevirholdings.co.jp)

## Noevir Co., Ltd.

A pioneer in herbal skincare, Noevir Co., Ltd. produces and sell natural-to-the-skin and highly functional cosmetics and quasi-drugs based on our unique plant research and the latest dermatology. With an emphasis on high-end skincare products, the company distributes its products through sales representatives, Noevir' s own retail stores, and through online stores.

 [www.noevir.co.jp](http://www.noevir.co.jp)

## Bonanza Co., Ltd.

Offering safe and high-quality OEM cosmetics, Bonanza Co., Ltd. is a cosmetics OEM company that researches, develops, produces, and sells cosmetics, quasi-drugs, and supplements.

 [bonanza.noevir.co.jp](http://bonanza.noevir.co.jp)

## TOKIWA Medical Service Co., Ltd.

TOKIWA Medical Service Co., Ltd. handles medicine kit sales, providing high-quality products that showcase the Group' s strengths in research and development and product planning.

 [www.tokiwa-ms.co.jp](http://www.tokiwa-ms.co.jp)



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April 22, 2024 Issue

