

Reve 21 Selected as Top Startup by the Cabinet Office of Japan

～11/8・Accelerator World's top class support program by Techstars started

“Truly, Genuinely. Your Hair” Reve 21 (Headquarters: Chuo-ku, Osaka, President: Katsumasa Okamura, hereafter "Reve 21") was involved in the Acceleration Program of the Cabinet Office's Public/Private R&D Investment Strategic Expansion Program (PRISM) "Startup Ecosystem Formation Promotion Project" announced on November 4th. It was adopted as "Clean Tech Course" in "Acceleration Program for Startups in 8 Base Cities" by Japan External Trade Organization (JETRO). Support of the accelerator Techstars (which is always the top class in the 2006 US establishment/world accelerator ranking) will start on November 8th.

In the future, the Osaka Startup Ecosystem Consortium Secretariat, Innovation Promotion Department, Osaka Industrial Bureau, which is one of the base cities of the startup ecosystem, will serve as a contact point for a support program aimed at increasing motivation to expand overseas markets.

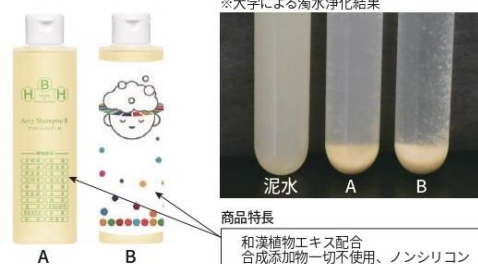
【Points of the Reve 21 Ecosystem】

"Water Quality Purification Shampoo"™

- Based on shampoo that prevents water pollution by cleaning muddy water with ingredients such as Japanese and Chinese plant extracts.
- Water purification test※1 by Professor Oyama, the purification effect of this shampoo was demonstrated. It was found that the water quality improvement effect (it can purifies 60 times muddy water) can be expected in the estimation of Reve 21.
- This shampoo makes contribution to the SDGs Goal 14”Protecting the abundance of the ocean” by purifying water. Besides, because its material Moringa accelerates CO2 absorption, it also contributes to carbon neutrality of SDGs Goal 13”Specific measures against climate change”
- This research was submitted to the Japan International Exposition Association in 2025 (January 2020).)
- Selected as the Japan National Team for the Global Innovation Forum(GIF)2021
 - ※1 Professor Hiroshi Oyama, Department of Life Science, Faculty of Science and Technology, Setsunan University (Neyagawa City, Osaka Prefecture)
 - ※2 Absorbs about 20 times CO2 as other plants

★ Environmental benefits obtained by using the evaluated water purification shampoo™

- ・ Purifies several times wastewater as the shampoo used(adsorbs and clean bacteria and heavy metals)
- ・ Carbon neutral by planting Moringa, the raw materials of the shampoo(CO2 absorption is estimated several hundred kg per year)



[Company Profile] Company Name: Reve 21, Hair Clinic Co., Ltd., President: Katsumasa Okamura

Homepage <https://www.reve21.co.jp/>

Headquarters location: 2-1-61 Shiromi, Chuo-ku, Osaka-shi, Osaka Twin 21 MID Tower 22F

Established: November 1993, Capital: 40,000,000 yen

Main services: Hair growth treatment service, manufacturing and sales of medical equipment

[Inquiries of this release]

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