



Water Quality Purifying Shampoo™ 水質浄化シャンプー™



Water Quality Purifying Shampoo is based on the shampoo used in our hair growth treatment and contains 10% of the extract from the seeds of the water purifying plant called “Moringa” (scientific name: Moringa oleifera).

We started developing the shampoo because the water purification effect was confirmed by the effect measurement of Dr.Oyama, a professor at Setsunan University. (2020)

Dr.Oyama’s test analysis shows that, this shampoo purifies about 60 times more muddy water.

It’s said that Moringa absorbs 20 times more CO₂ than ordinary plants.*¹ Comparing with the most planted cedar in Japan which absorbs about 14kg of CO₂ per year*², Moringa absorbs 280kg per year, so it is expected to make a contribution to carbon neutrality by planting.

According to Dr.Oyama’s research paper*³, moringa not only purify muddy water but also adsorbs general bacteria, cadmium, arsenic, etc., and extracts organic compound components with antifungal activity.

By using moringa as a raw material, we aim to contribute to the purification of both water and air.

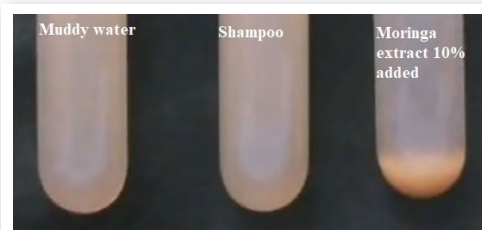
- ※ 1 Villafuerte, Villafurte-Abonal 2009
- ※ 2 Forest Research Institute
- ※ 3 “Multipurpose Applications of Useful Substances in Moringa Seeds and Leaves” 2016

Sales price: 5,000 yen/200mL(for one month)

Expiration date:one year from manufacture(Quality guarantee:30 days after opening)

Completely made -to- order production method(Purpose:Reduction of disposal loss)

※Not for Sales promotion.(because it is not for advertising under the Pharmaceutical Machinery Law)



Japan representative of GIF2021

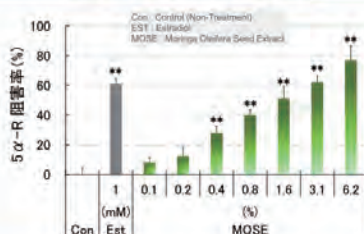


GIF2021 Info.
※Reduction of paper use

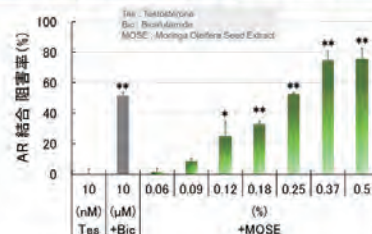
Experimental results

Tukey Kramer Method
*p<0.05,for Con
**p<0.01,for Con

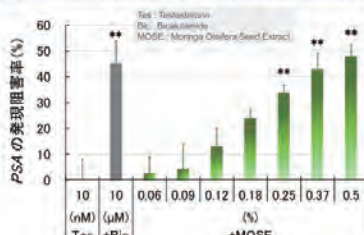
① 5α-リダクターゼの阻害作用



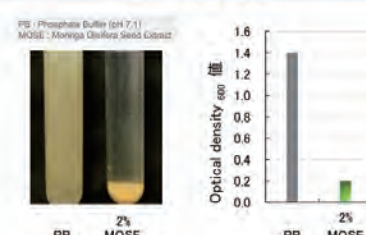
② アンドロゲン受容体の結合阻害作用



③ prostate-specific antigen の発現阻害作用

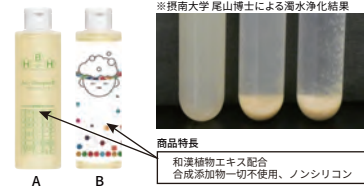


④ 濁水浄化作用



Evidence of turbid water purification (2020/04/21)

- Acty shampoo R: confirmed after 90minutes
- Acty shampoo R+Moringa Seed Extract 10% : Purification was enhanced



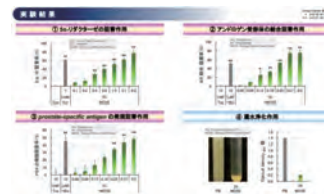
Status of turbid water purification (YouTube Video:15sec.)

- Photo: Dr.Hiroshi Oyama, Stsunan University
- Fast forward 60 minutes to 15 seconds
- Comparison: ①A muddy water ②A+shampoo ③A+shampoo+moringa



Presented a research paper on water purification at an academic conference (2021/03/26-29)

- Research results in collaboration with Dr.Oyama, Setsunan University
- Moringa seed component contributes to environmental improvement by purifying water.
- It has an inhibitory effect on androgen activity.



Versatility test of water purification of Moringa Air conditioner cleaning muddy water.

- Examination in collaboration with "Mutual Growth Subcommittee" (2020/10/22)
- Reduce the environmental load of muddy water after cleaning the air conditioner.
- Advantages: No worries about the environmental load of muddy water and the health effects of work staff (Sustainable business)
- Challenge: It is necessary to lengthen the time from cleaning to rinsing than usual.



Related information of SDGs (Japan representative of GIF) A project in collaboration with the "Mutual Growth Subcommittee" was selected as the representative of Japan

- Outline of cooperation : Cooperation by item certification of the Mutual Growth Subcommittee-Design competition of water purification shampoo as SDGs activity of Sozoha Design College-University cooperation-Visit to developing countries-EC sales support of NPO



Related information of SDGs (plastic waste reduction activities) Project in collaboration with "Mutual Growth Subcommittee" (2021/04~present)

- Use loofah instead of household plastic sponge into loofah
- Advantages: Reduced micro plastics in household waste
- Hope: All the members of the subcommittee hope that the model demonstration of SDGs activities in collaboration with both urban areas and rural areas will spread in all regions.

