

Reve21 Endorses GX League Basic Concept

～Acting as a Leadership Company for the Society of the Future～

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“Truly, Genuinely, Your Hair” Reve21 (Head Office: Chuo-ku, Osaka; CEO: Katsumasa Okamura; hereinafter "Reve21") endorses the "GX (Green Transformation) League Basic Concept" announced by the Ministry of Economy, Trade and Industry.

Under the "Reve21 CO2 Emissions Reduction Vision," a long-term environmental goal for global warming prevention activities, Reve21 is working to achieve carbon neutrality through the planting of elite trees (in Okinawa and Kyoto prefectures) by 2025, the year of the Osaka-Kansai Expo.

This will be achieved by targeting abandoned farmland in Japan for plantation sites, actively employing local elderly people, and implementing the following three features to achieve a virtuous circle between the economy and the environment, including carbon pricing and the development of environmentally improved products from by-products.

- 1) We plan to include both corporate greenhouse gas emissions and basic non-energy (employees + customers) emissions generated within the business.
- 2) We will go beyond simply planting trees and implement sustainable product development that effectively utilizes by-products and generates environmental benefits. (Utilize by-product seeds ▶ Develop water purification shampoo)
- 3) We will not only plant trees on abandoned land, but also promote urban afforestation by implementing on-site cultivation.



As a leading company in the hair-growing industry, Reve21 will continue to demonstrate its leadership in reducing greenhouse gas emissions and improving industrial competitiveness.

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

CEO: Katsumasa Okamura

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

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

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

Main services: Hair regrowth treatment services, manufacture and sales of medical devices

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