



Water-Quality Purifying Shampoo™

Purified water. Healthy Environment.
Better World.

Biden Sets **Ambitious Goal** for Reduction in Greenhouse Gas Emissions **by 2030**



50% below 2005 levels in 2030

Collective effort is needed. Every single action matters.

Corporations frequently make efforts to meet SDGs and ESG targets.



2025 Goals

- Water: Reduce water intensity by 15%
- Carbon: Reduce carbon intensity by 30%



2030 Goals

- Achieve 40% carbon intensity reduction
- Increase Advanced Wastewater Treatment System coverage to >75% of our fleet capacity



The Problem :

**It is often hard
to have real impact**

**without changing
customers' behavior
and service patterns,**

which is never easy.





Introducing:

The First Shampoo
guaranteed to help you
reach your SDGs

**without asking your
customers**

to change behaviors



**We make cleaning the water
as easy as cleaning your hair.**



Reve21 has been in the **hair care industry** for more than **4 decades**.



CEO
Katsumasa Okamura

Founded in **1976** as a Hair Growth Business, we now have:

350 Employees

180k Members

130+ Products Launched



31 year old
male

To grow hair,
we need good health.



To maintain good health,
we need a healthy environment.



That's where Reve21 comes in.





Water-Quality Purifying Shampoo™

with Moringa Seed Extract

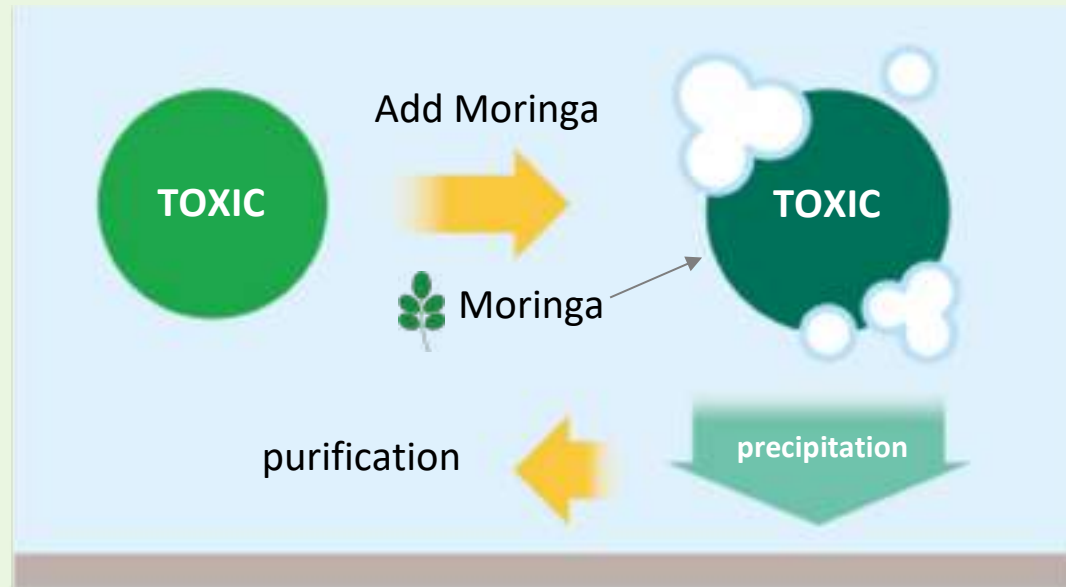
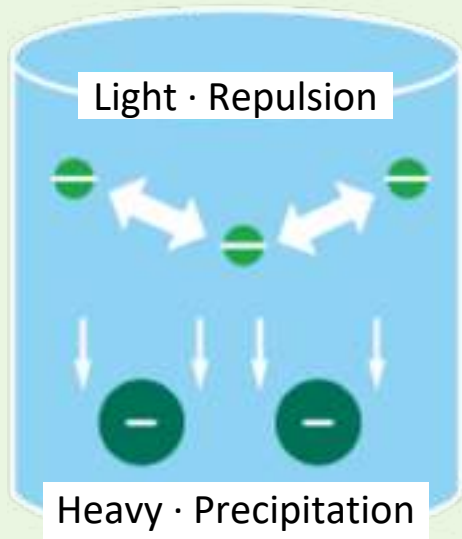
 Cleans the Water

 Cleans the Air



How Moringa Seed Cleans the Water

- 1 Helps deposit suspended particulates within muddy water
- 2 Reduces the risk of infection by removing bacteria and heavy metals



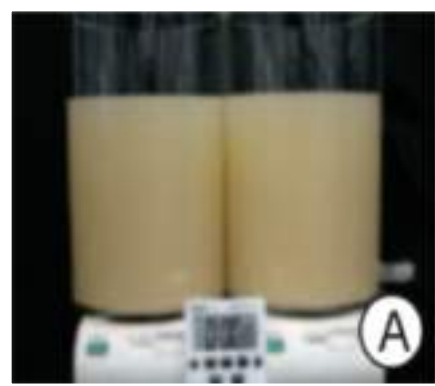


1 mL of our shampoo
purifies **60 mL of water!**



Experiment Result

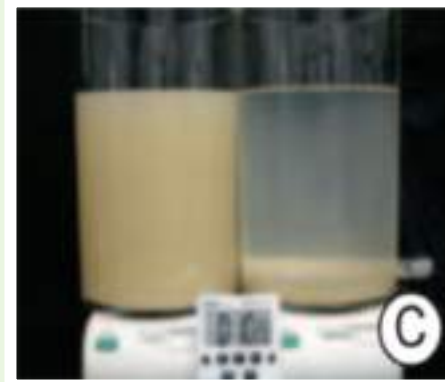
Initial



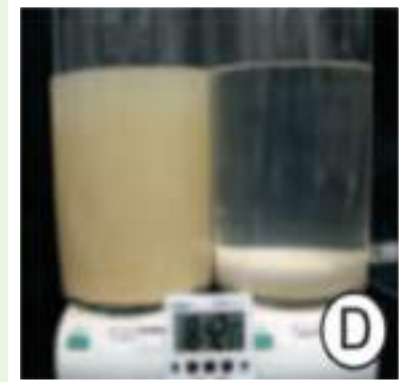
After **3** minutes



After **10** minutes



After **18** minutes



Left Side : The muddy water

Right Side : The muddy water with moringa added



Dr. Hiroshi Oyama
Professor
Setsunan University

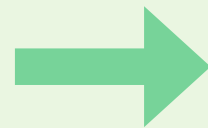


Cleaning the Air by Planting Moringa Trees

We plant 100% of the Moringa used in our shampoo.
Moringa trees absorb 20 times more CO₂ than ordinary plants.



Every Bottle of Shampoo Used



**Reduces
23 kilograms
of CO₂**



For our Enterprise Customers:

With only one step, you can reduce your company's carbon footprint and inspire employees to work towards your SDGs.



Help achieve ESG targets



Improve brand image



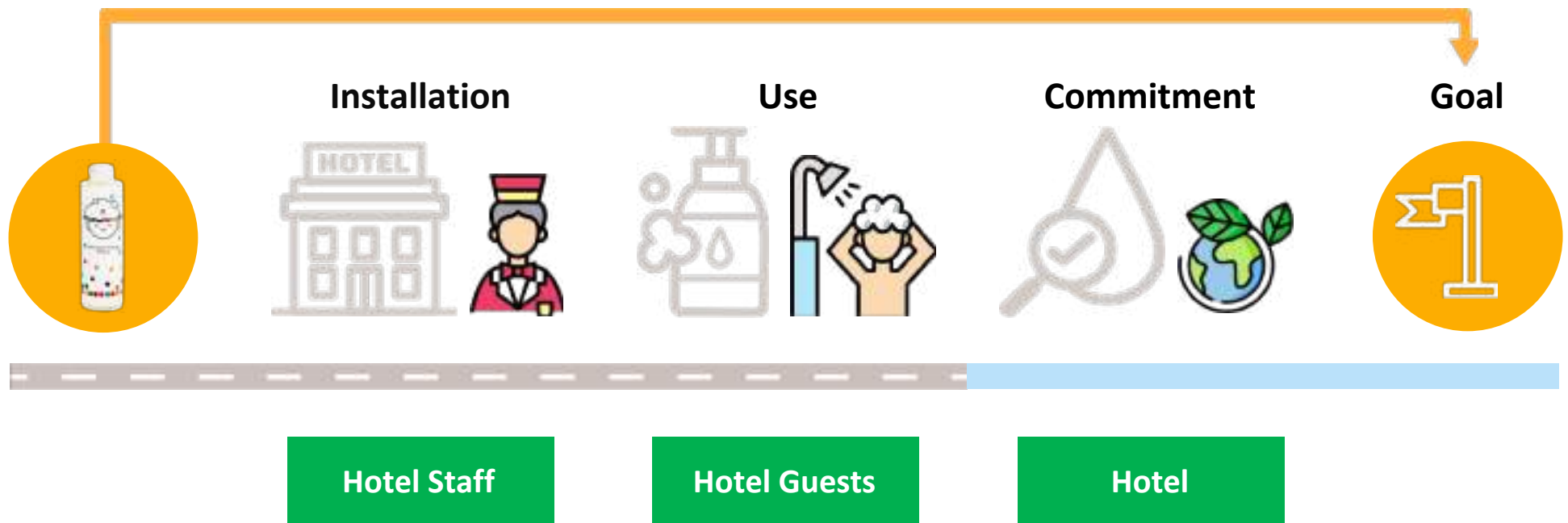
Inspire employees to support SDGs





Case Study: Hotel

By simply swapping the current shampoo, you could make a huge difference.





Social Impacts



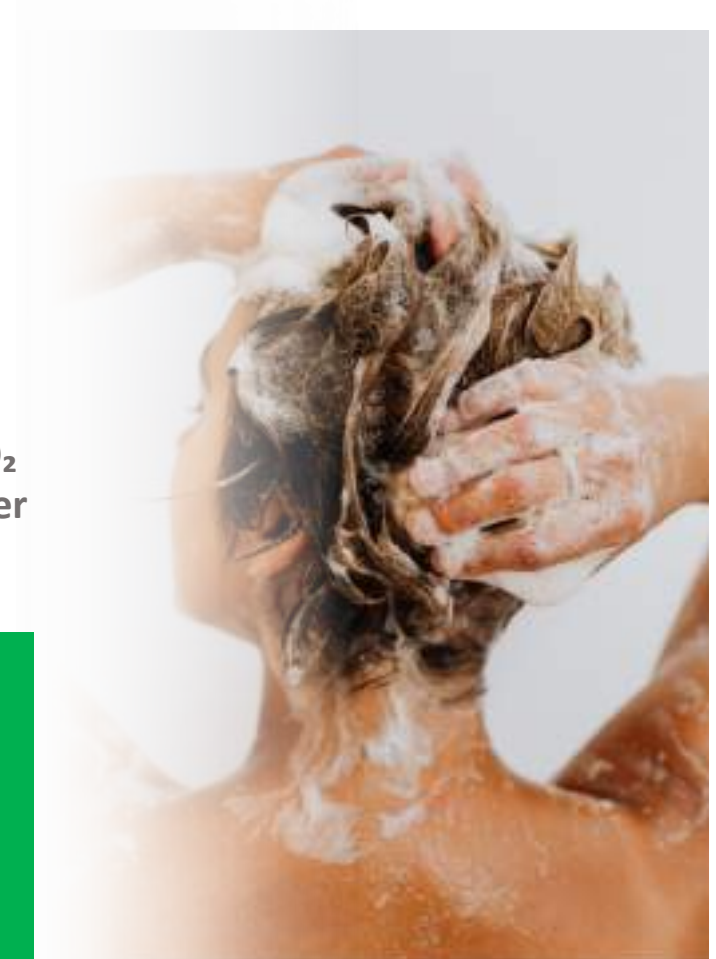
1 person uses
1 bottle a month
*When used twice a day



12 months



Reduces **16.2 kg of CO₂**
Purifies **144 kg of water**



In one year, a hotel with 200 rooms can:



Reduce **3,240 kg of CO₂**
Purify **2,400 kg of water**



We Are Seeking Partners and Customers in These Industries:

Health & Welfare



**Nursing Care Facilities
Hospitals**

Leisure & Hospitality



**Hotels
Airports
Cruise Lines**

Others



**Government Facilities
Military
Manufacturers**



**We believe that everyone
can help save the
environment.**

**If you are interested
in Water-Quality Purifying Shampoo,**

Please contact us!

sdgs@reve21.co.jp