

## Top Commitment トップコミットメント

株式会社 毛髪クリニックリーブ21  
代表取締役社長

岡村勝正

Hair Clinic Reve-21 Co.,Ltd.  
President and Representative Director  
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Reve21 has been providing services and products related to hair health while respecting the environment, based on its management philosophy of "transforming people around the world suffering from hair loss into a life of confidence and joy with hair that is authentically their own".

In support of the United Nations SDGs, we will continue to contribute to the realization of a "future society where life shines brightly" by helping people around the world who suffer from hair loss to lead "diverse and healthy lives in mind and body".



**【Global Warming Countermeasures】** As a GX endorsing company and a member of the GX Management Promotion Working Group, we are promoting the spread of afforestation projects using abandoned farmland in Japan to plant moringa, a plant that contributes to carbon neutrality. We have also succeeded in demonstrating that moringa can overwinter in facilities in Honshu, which has been a challenge for us. Moringa absorbs more than 20 times more carbon dioxide than ordinary plants\*, thus contributing to the fixation of carbon dioxide on a global scale. (Villafuerte and Villafuerte-Abonal, 2009)



**【Measures to prevent plastic waste from households】** When plastic kitchen sponges are used for washing dishes, etc., microplastic waste is discharged into the ocean through drains. In order to reduce such waste, the "Loofah Project" is underway to recommend and promote the use of loofah tawashi as an alternative. Currently, in collaboration with nursery schools and elementary schools in Sakai City, Osaka Prefecture, we have started growing loofahs with children through an industry-government-academia partnership. The proceeds from the sale of loofah tawashi are donated to a children's cafeteria to be used for the benefit of the future.



**【Corporate Responsibility to Create】** We will review our past development actions and continue to take on the challenge of developing ESG\* products that can contribute to a sustainable society by creating benefits such as "water purifying shampoo" through corporate "responsibility to create".

\*ESG: 「Environment」 「Social」 「Governance」



<https://youtu.be/o8JNk6hsFCw>



**【Strengthening Partnerships】** We will work together with stakeholders with the keyword "realization of a sustainable society" to support what is good, seek correction of what is bad, and realize sustainable practical actions considered from economic, social, and environmental perspectives.



Moringa Plantation  
Dissemination Activities



Afforestation Project in Abandoned  
Land in Okinawa



Mature Moringa trees from our  
own plantation



Loofah seed sowing activity at  
the Children's Garden



Supporting Children's  
SDG Activities



Loofah cultivation activities at  
an elementary school

## 水質浄化シャンプー

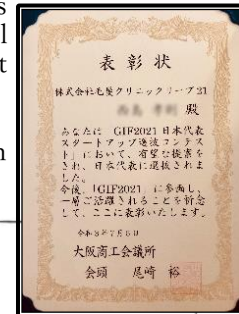


Focusing on the development of products using *Moringa Oleifera*, a plant with water purification properties, to reduce the environmental burden of developing countries suffering from serious water pollution, we began developing sustainable environmental improvement products.

Based on the analysis results by Dr. Oyama of Setsunan University, our product "Acti Shampoo R" has also been confirmed to have a purification effect on turbid water.

"Water Quality Purifying Shampoo<sup>®</sup>," to which Moringa extract has been added, is also effective in antibacterial action and heavy metal removal, and we hope to standardize new environmental improvement products together with SDGs activities.

Selected as a representative of Japan for the Global Innovation Forum (GIF) 2021 (2021/07)⇒



※摂南大学 尾山博士による濁水浄化結果

商品特長  
和漢植物エキス配合  
合成添加物一切不使用、ノンシリコン

←60分間の水質浄化状況動画

商品	濁水浄化	税別価格
A. アクティシャンプー-R	※ 添加 90 分後	200ml 3,000円 / 本
B. 上記 A+ モリンガ抽出液	※ 添加 90 分後	受注生産 要見積り

## 共育分科会



### 【Purpose of Establishment】

Established on September 20, 2019, by 10 founder organizations

We believe that by creating a new "place to cross borders" and encouraging emergence, it will be possible to nurture people.

By crossing the boundaries of diverse organizations and communities and engaging in sometimes heterogeneous dialogues, we can expect to develop human resources that will lead to innovations. The subcommittee members will share ideas to create such a "place to cross borders" and make what happens there more and more visible to society.

We will engage in a series of activities while engaging in "dialogue" in order to build a place and search for value, and although the outputs and goals will vary widely, we will create new value and discover and solve new problems with a "people-centered" approach.

### Goals

By taking small and quick actions with diverse people around the world, we will create seeds of creation and make them "bloom" by the time of the Osaka/Kansai Expo.

(Secretariat) Hair Clinic Reve-21 Co.,Ltd.



**Reve 21**

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<https://reve21.com/bmr-pdf-index/>