

4 points of design



Upcycle

- With a focus on preserving forest environments and reducing CO2 emissions, we make full use of Hinoki's scrap and waste materials from Nobeoka, Kyushu.
- We develop hygiene products using high-purity Hinoki oil as a core ingredient.
- From cutting wood parts to finely milling sawdust and repurposing residual water after oil extraction, we ensure nothing goes to waste.



Inclusive

- Some of the production work is done by people with additional support needs at a social welfare facility.
- We support the creation of a society where everyone can experience the joy of work and live with autonomy, fostering a structure for co-creating the future.
- The rounded indentation on the top of the shampoo bottle is a universal design feature, making it easier for visually impaired individuals to identify.



Innovation

- In addition to the soothing aroma and powerful antibacterial and deodorizing effects of the oil, we highlight its skin-moisturizing and softening properties as core values.
- Anticipating various usage environments, we collaborated with partner companies to develop a water-repellent coating that preserves the natural wood texture.
- For our bath salts, we incorporate Oku-Beppu hot spring water in an optimal balance.

Respect

- The shoulder and colour scheme of the shampoo and treatment bottles pay homage to "Hiwadabuki," the traditional architectural technique that preserves the historical beauty and renewal of shrine roofs.
- The design incorporates the Yamato ratio (silver ratio) throughout, reflecting a historical appreciation for the craftsmanship of Hinoki artisans who honour nature through careful work.