

September 2 2024



Oryza Oil & Fat Chemical Co., Ltd. (Headquarters: Ichinomiya City, Aichi Prefecture, CEO: Hiromichi Murai, hereinafter referred to as "Oryza") will exhibit at the exhibition "Vitafood™Asia" to be held at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand from September 18th to 20th, 2024.

We will focus on our new product, "FemBerry™ (Strawberry Guava)," which was launched in Japan last October. With "FemCare(Feminine+Care)" and "Hair Growth" becoming key trends in Southeast Asia, we will present data on FemBerry™'s benefits, including its effects on improving blood circulation, promoting body temperature recovery, reducing swelling, and supporting hair growth.

Additionally, we will introduce products that have been approved by the Thai FDA, such as "SAKURA EXTRACT (Florabella™)," as well as "TOMATO SEED EXTRACT (LycoLift™)" and "PASSION FLOWER EXTRACT", which have been accepted by the FDA this year. The characteristics of each ingredient are as follows:

This time, we are preparing for the exhibition by establishing a system that allows us to not only promote functional ingredients, but also introduce final products (capsules, tablets, powdered drinks).

In recent years, we have started providing one-stop services such as manufacturing unique raw materials, building evidence of their physiological activity, proposing prescriptions, and OEM manufacturing of supplements, etc., in response to customer requests. We will also utilize our network in Southeast Asia to introduce prescriptions that comply with the regulations of each country.

Location: Queen Sirikit National Convention Center (QSNCC), Bangkok

Date and time: September 18–20, 2024

Booth number: B10

1. SAKURA EXTRACT (Florabella™)

- **Components & Functionality:** Derived from the SAKURA (*Prunus lannesiana*), this extract has been found to have anti-glycation properties, which help prevent the glycation of collagen—a major cause of wrinkles and sagging. Additionally, it promotes the formation of collagen matrices by fibroblasts.
- **Benefits:** By preventing collagen glycation, the extract helps maintain skin elasticity and may prevent wrinkles and sagging.

2. TOMATO SEED EXTRACT (Lycolift™)

- **Components & Functionality:** Tomato seed extract, along with saponins (lycoporoside A and H), has been shown to significantly increase the expression of genes involved in the production of collagen and elastin (smad and fibulin). It also enhances the uptake of degraded collagen and elastin fragments by influencing endo180 and neuraminidase-1 gene expression.
- **Benefits:** This extract contributes to increased collagen and elastin production while also promoting the removal of old, degraded proteins, supporting overall skin firmness and elasticity.

3. PASSION FLOWER EXTRACT

- **Components & Functionality:** Research focusing on the circadian rhythm (body clock) has identified that the flavonoids in passion flower extract increase the expression of clock genes, which regulate circadian rhythms. This led to a patent for its use as a “circadian rhythm improving agent.”
- **Benefits:** The extract helps in regulating and improving circadian rhythms, which can contribute to better sleep and overall well-being.