

May 10, 2025

## SAKURA EXTRACT Receives New Food Ingredient Approval from China's Ministry of Health (MOH)

We, Oryza Oil & Fat Chemical Co., Ltd. announces that its " **SAKURA EXTRACT**," a beauty and health ingredient it manufactures and sells, **received official approval as a New Food Ingredient** from the National Health Commission of the People's Republic of China (NHC) on April 25, 2025. This approval was subsequently disclosed on the NHC's official website on May 7, 2025.

While edible Kanzan cherry blossoms themselves have already been registered as New Food Ingredients, this marks the first approval for " SAKURA EXTRACT powder extracted with hydrous ethanol," which is subject to stricter safety standards.

### ■ The difference between Kanzan cherry and SAKURA EXTRACT, both approved as new food ingredients.

#### Kanzan Cherry Blossom

Chinese Name: 关山樱花 English Name: Kanzan flower

Product Description: The cherry blossoms themselves, edible as dried or fresh flowers (not an extract).

Ingredients: Kanzan cherry, a member of the Prunus genus in the Rosaceae family.

(蔷薇科李亚科樱属关山樱 (Cerasus serrulate 'Sekiyama') 的花)

Standard component: (-)

#### SAKURA EXTRACT (Oryza Oil & Fat Co., Ltd. product)

Chinese Name: 樱花多酚 English Name: Sakura polyphenols

Product Description: This is a SAKURA EXTRACT powder, extracted using hydrous ethanol.

*It boasts a higher polyphenol content than Kanzan cherry.*

Ingredients: The Japanese wild cherry, belonging to the Prunus genus of the rose family.

(蔷薇科李属植物日本晚樱 (Prunus serrulata var. lannesiana (Carrière) Makino) 的花)

Standard component: • Caffeoyl glucose (1-caffeoyl-O-β-D-glucopyranoside)

• Quercetin glucoside (quercetin 3-O-β-D-glucopyranoside)

Being a true Japanese cherry blossom is the key difference from Kanzan cherry, and a significant differentiator!

World's first discovery! Joint research by Oryza Oil & Fat Chemical Co., Ltd. and Kyoto Pharmaceutical University has revealed a ingredients contained within cherry blossoms!

### ■ What are new food ingredients?

This is a certification system required for food ingredients that do not have a traditional dietary history in China to be used within the country. For registration, it is necessary to meet strict safety evaluation standards set by the National Health Commission (NHC).

This registration was **achieved after more than seven years**, including the implementation of various additional tests **to comply with China's unique standards**.

For Oryza Oil & Fat Chemical Co., Ltd., this marks the second "New Food Ingredient" registration, following the Maqui Berry Extract registered in January 2025.

The Oryza Oil & Fat Chemical Co., Ltd.'s SAKURA EXTRACT registered this time applies only to extracts manufactured by the company that meet specific standard specifications. Any products whose source raw materials or fingerprints—which provide the original information for the contained standard components—differ from those specifications will not be permitted. **Furthermore, this approval now allows for import/sale into China and incorporation into a wide range of food products, including general foods and supplements.**

To differentiate from counterfeit products, Oryza Oil & Fat Chemical Co., Ltd. will promote the branding of its products by encouraging the inclusion of its trademark "Florabella™" on product packaging.

#### ■ What are SAKURA EXTRACT (櫻花多酚) ?

ORYZA OIL & FAT CHEMICAL CO., LTD. has been researching the Japanese wild cherry for over 15 years, a flower that, alongside Mount Fuji, can be considered a quintessential symbol of Japanese beauty. In 2010, we launched our SAKURA EXTRACT as an ingredient promoting anti-aging through its anti-glycation properties.



The Japanese wild cherry

In collaborative component research with Kyoto Pharmaceutical University, we made a world-first discovery: The Japanese wild cherry contains phenylpropanoid glycosides like Caffeoyl glucose (1-caffeoyl-O- $\beta$ -D-glucopyranoside) and flavonoid glycosides such as Quercetin glucoside (quercetin 3-O- $\beta$ -D-glucopyranoside).

Furthermore, we revealed that SAKURA EXTRACT, which contains these components, possesses anti-glycation effects that inhibit collagen glycation – a major cause of wrinkles and sagging. Specifically, it suppresses AGEs production and increases collagen lattice formation by fibroblasts. (Patents 5878023, 5792844)

These research findings were published in 2011 in a paper in the renowned peer-reviewed scientific journal "Phytotherapy Research."

Moreover, in hair care applications, SAKURA EXTRACT has been shown to protect the hair surface, suppress moisture evaporation from within the hair, and maintain its water retention capacity. It is widely used in numerous finished supplement and cosmetic products both in Japan and internationally, and overseas, it has gained significant popularity as a material with high emotional value, evoking the image of Japanese beauty.

Furthermore, as the second ingredient in our 'Sakura' themed series, we launched 'Sakura Lactic acid bacteria (Sakulora™)' in October 2024, which was discovered from cherry blossoms. This newly introduced product, 'Sakulora™', is the result of many years of screening, through which we discovered a lactic acid bacterium (*Lactocaseibacillus paracasei* strain shidare) from weeping cherry blossoms in Japan. We have identified its excellent bio-functional properties, including:

- ① Intestinal regulation and improved bowel movements
- ② Immune-boosting effects
- ③ Beauty-enhancing effects
- ④ Promotion of equol production and inhibition of EMT (Epithelial-Mesenchymal Transition)

Patent applications have been filed for the EMT inhibitory effect (which helps suppress the cause of menstrual discomfort) and for the synergistic collagen synthesis gene expression promoting effect when combined with SAKURA EXTRACT. This ingredient has also received significant support from many customers as a valuable femcare solution.

Sincerely,  
Oryza Oil & Fat Chemical Co., Ltd.