

■Company Profile

Corporate Name: Hakuju Institute for Health Science Co.,Ltd.
Representative: Hiroyuki Hara, President
Founded: 1925
Incorporated: 1964
Capital: 100 million yen
Headquarters: 1-37-5 Tomigaya, Shibuya-ku, Tokyo 151-0063, Japan
Production Dept.: Hamamatsu, Shizuoka
Distribution Center: Iruma, Saitama
No. of Employees: 232 (appx. 700 in entire Hakuju group)
Line of Business: Development, Production and Sale of Health Care Equipment for Medical and Home Usage and Health Foods
Main Banks: MUFG Bank – Nishi Ikebukuro Branch
Resona Bank – Shibuya Branch
The Shoko Chukin Bank – Tokyo Branch
Mizuho Bank – Itabashi Branch
Japan Finance Corporation – Saitama Branch
The Bank of Yokohama – Shibuya Branch
Affiliation: The Japan Home-Health Apparatus Industrial Association
The Japan Society for the Advancement of Inventions
Japan Direct Selling Association
Occupational & Industrial Medicine Research Institute
Japan Association of Classical Music Presenters
Smart Wellness Community Council
Main Customers: Distributors (in Japan)
Distributors (overseas)
Mass Retailers
National Hospitals, Private Hospitals, Clinics
Welfare Centers
Corporate Recreational Facilities
Related Companies: Bestec Corporation

Official Corporate Website <https://corp.hakuju.co.jp>

Official Hakuju Plaza Website <https://www.hakuju.co.jp>

Manufacturing Distributor

Official member of Japanese Home-Health Apparatus Industrial Association: A-24



株式会社 白寿生科学研究所

Headquarters: 1-37-5 Tomigaya, Shibuya-ku, Tokyo 151-0063, Japan Tel: +81-3-5478-8910



白寿生科学研究所は医療機器における品質マネジメントシステムの国際規格であるISO13485の認証を取得しております。



このマークは一般社団法人日本ホームヘルス機器協会の定める基準に適合する製品として「確認（認証）」された証のマークです。なおマークを貼付したホームヘルス機器には、全て生産物賠償責任保険（PL保険）が付加されております。

As of December, 2024



241225-B-2683



HAKUJU
INSTITUTE FOR HEALTH SCIENCE



Head-office Building,
Shibuya, Tokyo

Philosophy and Business Outline

Hakuju is a manufacturer of the medical apparatus supporting to improve people's mental and physical health.

Being in the relaxed mental and physical state is the happiest thing for the human being.

We hope to support as many people as possible to have healthy and self-reliant lives.

We, Hakuju Institute for Health Science Co., Ltd., continue to assist for better health and longer lives of people around the world.



"Hakuju Hall", located in our headquarters building, is equipped with the comfortable reclining seats to contribute to nurture of the mental health. Hakuju Hall is the world's first music hall ever equipped with the reclining seats.



Regular Exercise

Mental Health



Balanced Diet



Lineup of our original dietary foods and nutritional supplements to help enhance the balanced diet.

Trilogy: Philosophy of Health

Our Mission

We have developed our business based on our philosophy of health built on the trilogy of "mental health, regular exercise and balance diet".

■ Human is ought to live in accordance with nature. This idea is the foundations of Hakuju's business activities.

We believe that keeping the body in the natural state ensures the continued good health.

Hakuju Philosophy of Health is based on the trilogy of "Mental Health", "Regular Exercise", and "Balanced Diet" while using electrotherapeutic apparatus, Healthtron.

■ Placing oneself in this trilogy circle requires health self-management, for which our role is to be the best supporter.

■ We conduct businesses in the following segments: the electrotherapeutic apparatus Healthtron business, the health food business, the operation business of music hall and the senior day service business.

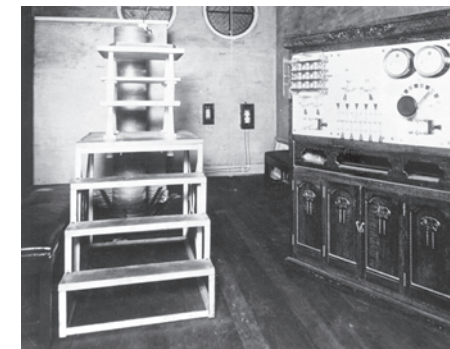
All of our business activities are developed in harmony with our health philosophy of the trilogy and to be able to promote the self-maintenance. Our commitment to this health philosophy comes from the idea that it is our mission to assist people around the world to improve all aspects of their mental and physical health.

History and Origins

Our Founding Inspiration

Healthtron was founded out of a deep desire to improve the health of our founder's mother.

"I will cure her myself"



First Healthtron used for the experiment in 1928

■ Our major product Healthtron was born in 1928 by the founder who later became a medical doctor, Toshiyuki Hara. It was because Koto had been suffering from the stiffness of her shoulders, headache, and insomnia. Toshiyuki made up his mind: I will cure her myself." Healthtron was the first AC-high-voltage electrotherapeutic apparatus approved by the Ministry of Health and Welfare in 1963.



Founder, Toshiyuki Hara
His mother, Koto



Toshiyuki Hara, a pioneer of study of X-ray tube made in Japan



Fukuoka General Hospital Headquarter where the first Healthtron was installed.

Lifelong Customer Relationship - CSR Activities -

Our Core Value

Our health-related users events and our various charity activities are all based on our theme "Lifelong Relationship".

We value the "bond" with our customers.

■ "Hakuju Health Forum" are health-related events held nationwide for fans of our Healthtron products. We also run communication salons for Healthtron users, known as "Hakujukan", and publish regular newsletters. These initiatives embody our motto: "The real relationship begins after the purchase".

■ Driven by our desire to walk with our users toward happiness beyond health, we offer new and inspiring experiences such as sports events where participants can enjoy physical activity with athletes, and miniconcerts at Hakuju Plaza where audiences can enjoy live performances for classical musicians up close.



"Hakuju Health Forum" held at various places

Left Pic. / A sponsored charity concert for 2011 the Great East Japan Earthquake
These activities rooted in the fact that the start of our business came from "feelings to care for someone special" of the founder.



Healthy Mates", Hakuju's quarterly official publication