

# HAKUJU: leaders in illness prevention and home treatments

Since its foundation in 1925 until today, Hakuju's business has always focused on improving people's health and enhancing their lives around the globe. The company's history and inspiration dates back to its founder, Dr. Toshiyuki Hara. As Hakuju's current President, Mr. Hiroyuki Hara highlighted, "one of the ways we've brought our products to the market is by appealing to the story of how they were invented". In keeping with that vision, the company conducted research to ensure people can remain healthy and to create a society which does not require nursing care.

By developing the world's first A.C. high-voltage electric potential therapeutic device, the company provided the chance to create a category that did not exist at that time, home medical equipment. The creation of Healthtron has saved people suffering from headaches, stiff shoulders, chronic constipation, insomnia, and so on. The electric field surrounds the body gently which results in greater health. However, Hakuju's business lines have also expanded successfully to other fields such as health foods and the music industry. Numerous health products have been developed for improving patient's diet, digestive system, skin

care, hair, and many other aspects of their health, which in combination with the Healthtron results in improving people's quality of life.

As a medical device manufacturer, Hakuju's mission is to collect and



**HIROYUKI HARA**  
*President of Hakuju*

verify various data and research to create new technologies. At present, the focus is on joint research with universities and hospitals covering cell experiments, clinical trials to biomedical engineering research. Furthermore, as Mr. Hara added: "there are 500 stores around the country where people can go and experience Healthtron". "Not only they can get a

free trial, but also get advice from our store managers about daily hydration or the Hakuju's Health Method designed to help extend a healthy life expectancy of people".

Hakuju's efforts continue to benefit people' health both locally and around the world, as they have done in China, Korea, Taiwan, etc. Hakuju's President perfectly emphasized this in his speech: "As a company, we want to build this idea of self-help, self-care environment and so we want to be a global brand. In terms of the US, it's a great market and we would love to be involved if we can."

Through their philosophy of "realizing mankind's happiness through health", they have become the leaders in illness prevention and home treatments. Their health method is built on the trilogy of "mental health, regular exercise and balanced diet" and it's in perfect harmony with all their business activities. As Hiroyuki Hara stated, "the company name Hakuju comes from the celebration of 99 years and our wish is for people to live well over 99 years old."

 **HAKUJU**  
[www.hakuju.co.jp](http://www.hakuju.co.jp)



**HEALTHTRON**

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that fills your heart

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