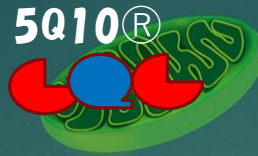


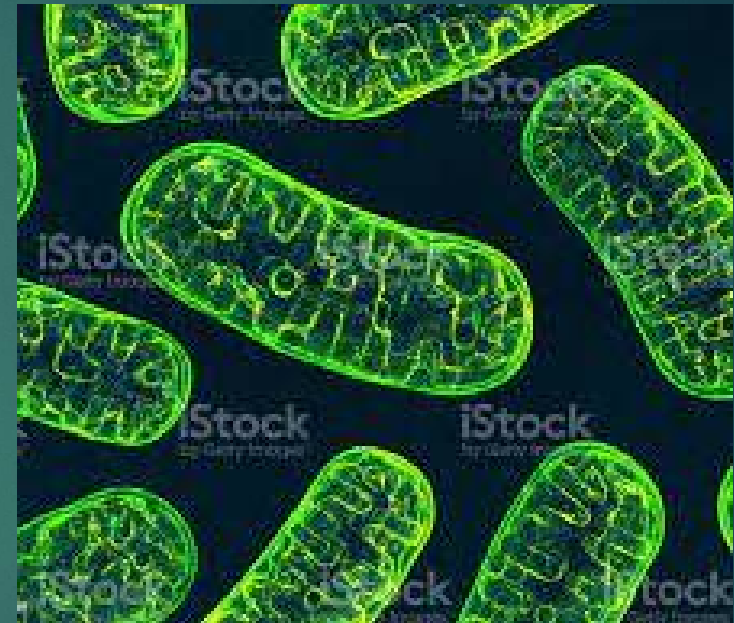
糸粒体 (MITO) 活® MITOdeKATSU®



Mitochondria : Symbiotic with biological cells. The energy source for all 37 trillion cells, there are hundreds to thousands of them, and they account for 10% of the body weight.

Life expectancy is increasing year by year due to the development of adequate nutrition and medical care. However, there is a difference of about 10 years from healthy life expectancy. It is a challenge to refocus attention on the energy production function of mitochondria, which has been overlooked so far, and to prevent cell deterioration and extend healthy life expectancy.

ShiroQ®, Ubiquinol solubilized powder developed with the latest technology, and a proposal for a healthy lifestyle by simultaneously ingesting Hydrophilic complementary ingredients such as 5ALA.

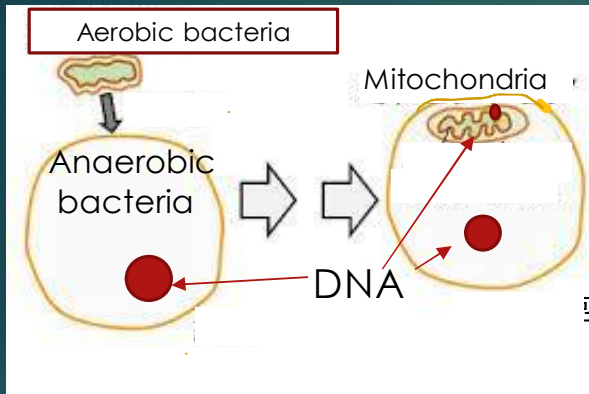


rbs.ta36.com

Mitochondria :

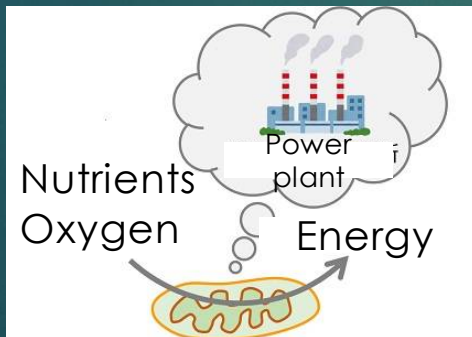
An aerobic small ancestor that merged with an anaerobic large ancestor in the primitive age.

2

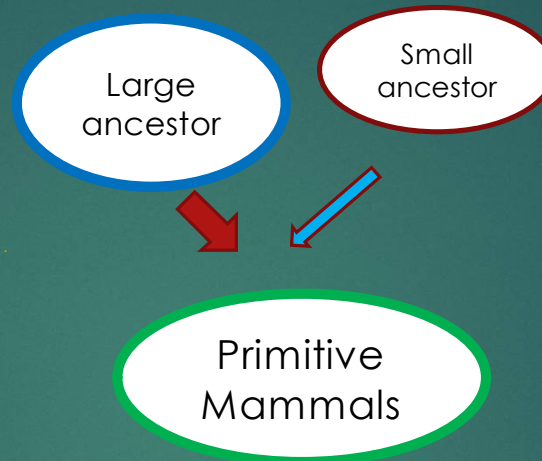


blog.miraikan.jst.go.jp minor modified

Produces energy from oxygen and nutrients.

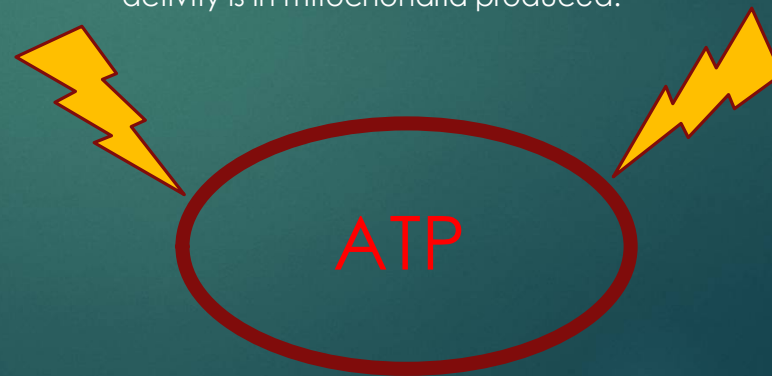


blog.miraikan.jst.jp



Rooted in aerobic bacteria that produce energy through oxygen respiration. Animals and plants have secured a mechanism to acquire sufficient energy by taking it into their own anaerobic cells and coexisting with them, and rapid evolution has occurred.

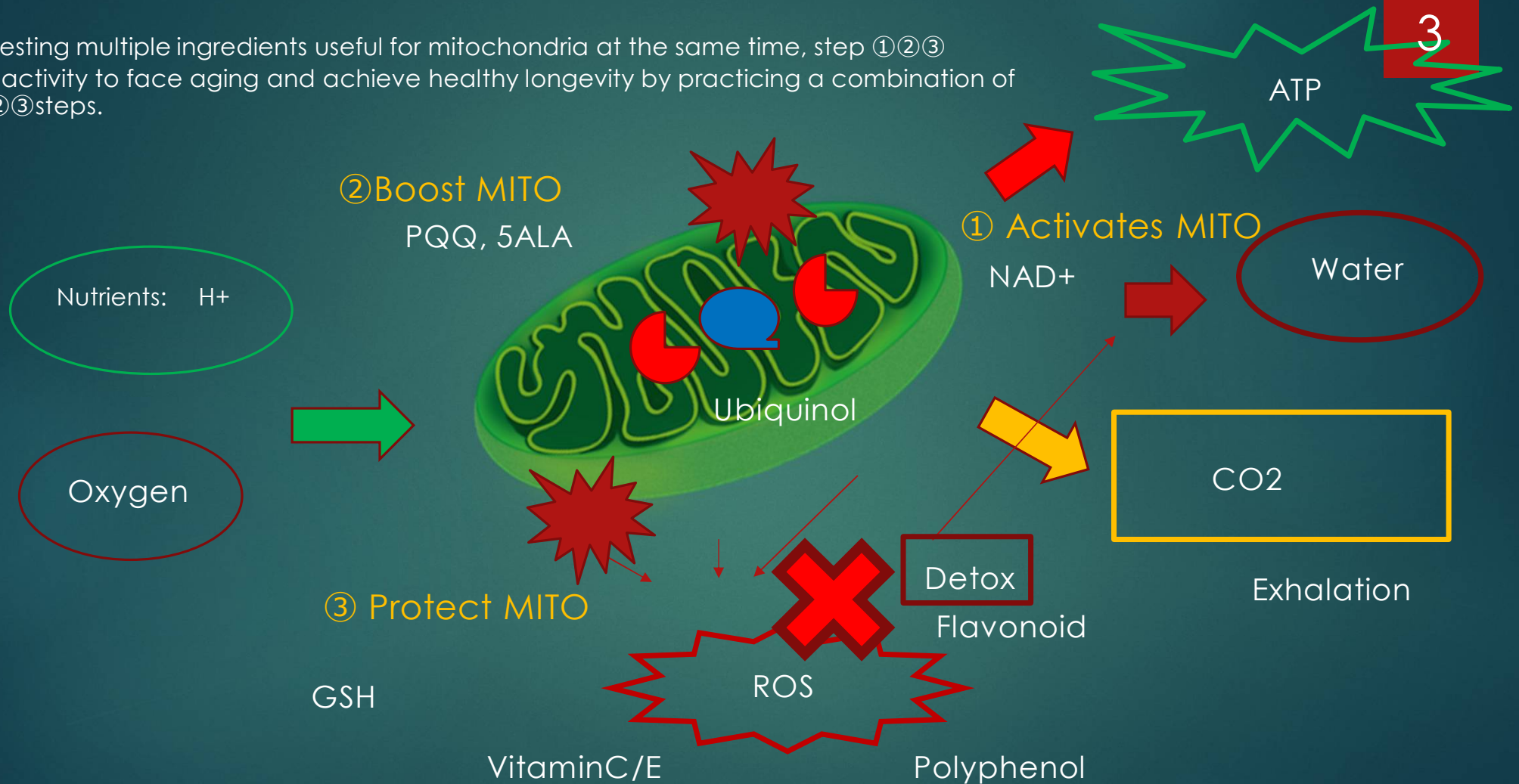
Energy is delivered and consumed by all cells in the form of ATP. 95% of the energy required for human activity is in mitochondria produced.



Council for Mitochondria Activation Promotion(CMAP)

MITOdeKATSU®

Ingesting multiple ingredients useful for mitochondria at the same time, step ①②③
An activity to face aging and achieve healthy longevity by practicing a combination of ①②③ steps.



Ubiquinol Water-Soluble Powder (ShiroQ®)

4

Aging is a signal that tells us that life is approaching. We become conscious by feeling various discomforts in our daily lives.

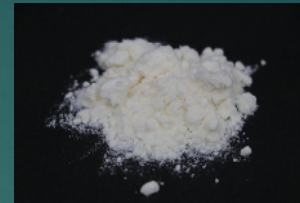
Discomfort occurs when the energy to live is reduced. Energy is made in mitochondria, which are present in all cells and account for 10% of body weight.

For example, the heart is the most important organ in life. Mitochondria make up 40% of the heart. Decreased mitochondria can lead to hypertension, arrhythmia, and cardiovascular disease.

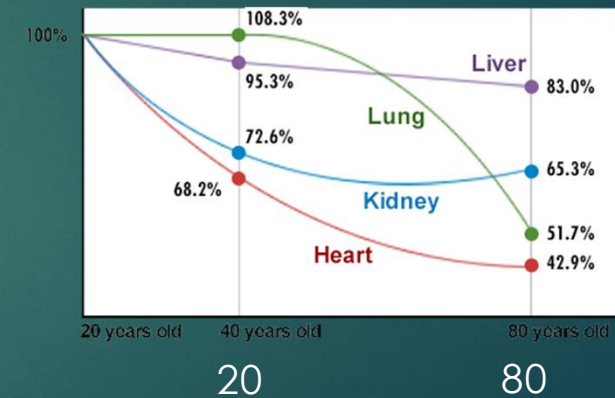
Mitochondria weaken and die when they lack reduced Ubiquinol. Ubiquinol is difficult to absorb and cannot be supplemented with regular meals.

We have tried our best to increase the amount of absorption. Then, we commercialized the water-soluble Ubiquinol powder. A body that receives the optimum amount of supply maintains overall harmony and enjoys a long and healthy life.

Council for Mitochondria Activation
Promotion(CMAP)



Decrease in Coenzyme Q10 in various organs in the body



Ubiquinol

Intermediary between large and small ancestors.

①Activate MITO, ②boost, ③protect. The main character involved in everything.

5

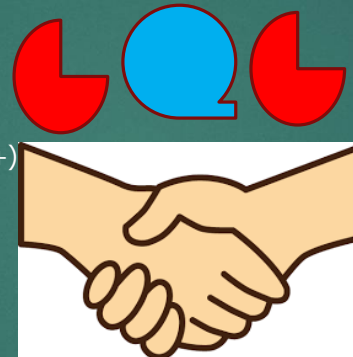
In the body, the nutrients and electrons metabolized in the large ancestral part are transferred to the generator in the small ancestral part, and the generator is operated to produce the energy to live.

Large Ancestor: Anaerobes



pinterrest.jp

Ubiquinol



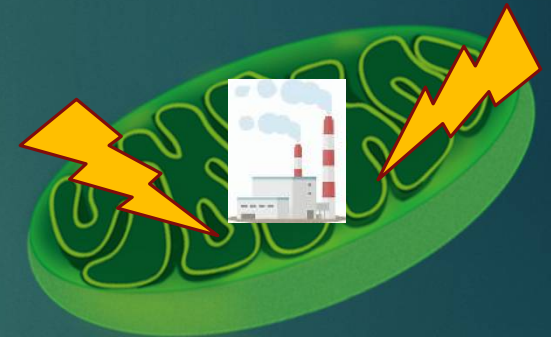
Final metabolite (H⁺)
electron

Oxygen



ATP

Small Ancestor: Aerobics



Water/Carbon dioxide



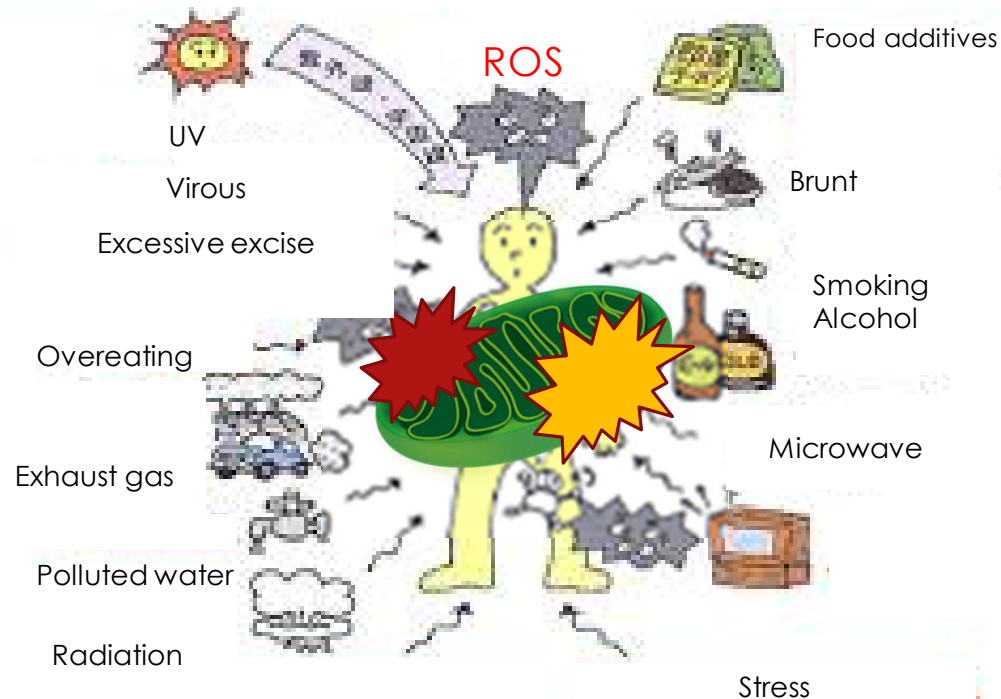
Illustkyogikai.com

Mito's archenemy ROS!

6



Cause of generation for ROS



ROS is produced as a by-product during the power generation by oxygen respiration performed at MITO occurs. In a healthy body, the amount of ROS generated is although it is suppressed within the normal range, as shown in the left table, the amount generated increases as the exogenous change becomes stronger.

As a result, MITO is attacked, injured, weakened and less able to generate energy. In other words, "bad for the body" here actually means a decline in MITO function.

This is recognized as fatigue and becomes a bodily sensation, and if it continues, it will lead to a stage of frailty.

ShiroQ®

Ubiquinol Water-Soluble Powder Completed Form of CoQ10

Achieves high absorption equivalent to Hydrophilic ingredients by Solubilized processing using the latest technology for medium-molecular Lipophilic ingredients.

7



latest technology

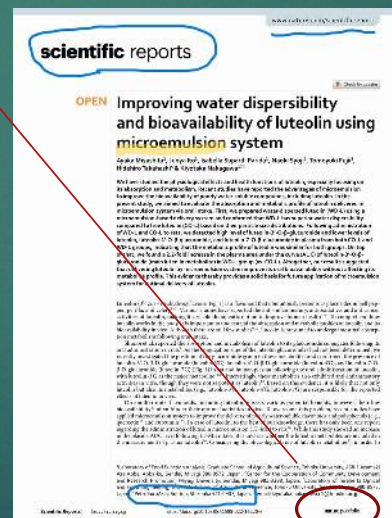
Made in Japan

Microemulsion system
Nature portfolio 2022

<https://doi.org/10.1038/s41598-022-4>

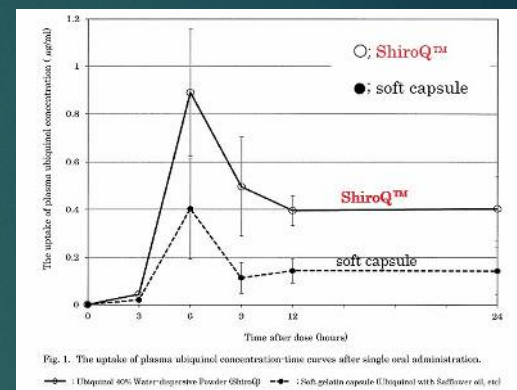


Outstanding water stability



Petroeuroasia

Council for Mitochondria Activation
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https://www.jstage.jst.go.jp/article/jcam/11/2/11_103/_pdf

100% absorption

Protect MITO from attack of ROS (activation of active oxygen defense system).

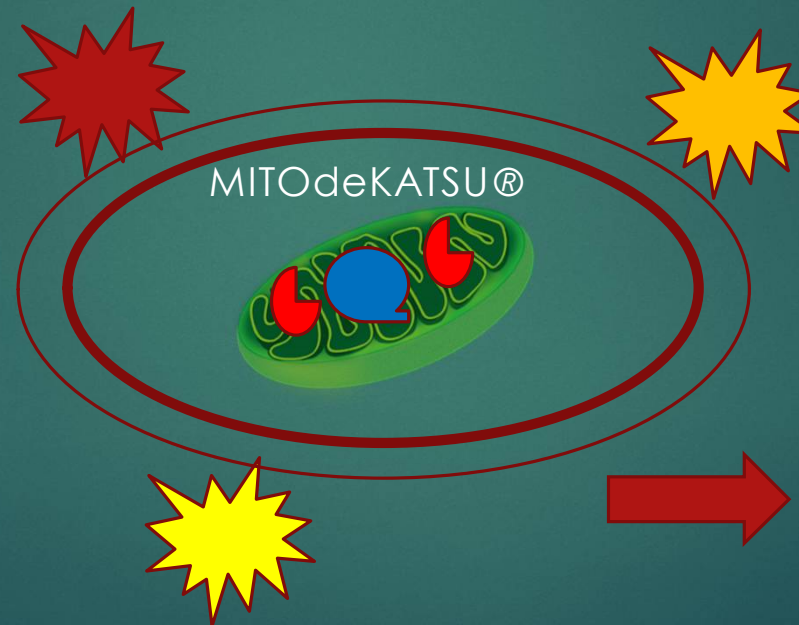
1. Diet: ① Balanced intake of nutrients. ② Beware of excessive intake of synthetic substances such as food additives!
2. Moderate exercise: ① Blood flow promotion. ② Regular breathing habits.
3. Sleep: ① Brain rest. ② Repair of organs and cells.
4. Anti-stress: ① Change your mood. Travel and forest bathing etc. ② Fun conversations with friends.
5. Activate, Boost and Protect MITO with MITOdeKATSU®.

Based on Mito's health-conscious lifestyle Practicing, we must actively incorporate MITOdeKATSU® on our daily life, then activate and boost MITO. Also protects MITO from active oxygen and promotes healthy longevity for our Healthy Longevity life.

Consciousness



irasutoya.com



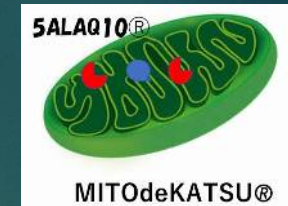
Healthy Longevity Life



town.seika.Kyoto.jp

Council for Mitochondria Activation
Promotion(CMAP)

Mitochondrial Activity : Inquiry



9

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