



## Microwave Fish-baking Pack (Chinshite Kongari Sakamayaki Pack)

Bake fish in your microwave  
without the smell and fuss!

あったら  
いいな<sup>®</sup>

をカタチにする

You make a wish and we make it happen

Making it happen

2010



# Microwave Fish-baking Pack

(Chinshite Kongari Sakanayaki Pack)

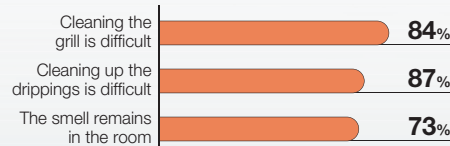
## Bake fish in your microwave without the smell and fuss!

As health consciousness rises in Japan, fish is gaining popularity as a low-calorie alternative to red meat. But many people, such as singles, the elderly, and dual income households find the preparation and cleanup a hassle and the smell off-putting.

To meet the lifestyle needs of such people, Kobayashi Pharmaceutical produced the Microwave Fish-baking Pack in September 2009. These packs, containing thermal sheets, can be used to easily bake delicious, golden-brown cuts of fish in your microwave without filling your kitchen with any unpleasant smells and without creating a lot of mess. Its convenience has made this product a big hit.

### ▼ Annoyances of Cooking Fish (May 2009) Company-run consumer survey (May 2009)

#### Working wives (N=93)



#### Single men and women (N=105)

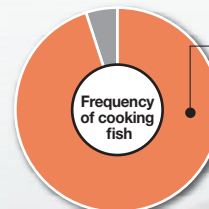


Cleanup and lingering smell are the biggest annoyances.



Kobayashi Pharmaceutical is dedicated to discovering the needs of our customers, even those that they do not recognize themselves, and providing products to meet those needs.

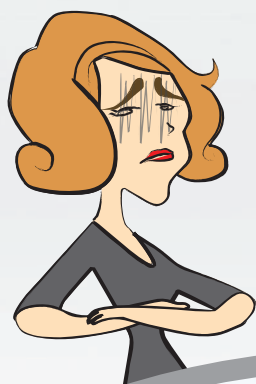
### ▼ Frequency of Cooking Fish (May 2009) Company-run consumer survey (Working wives: N = 93, May 2009)



At least once a week:

95%

More interest in cooked fish due to increasing health consciousness.



## Before

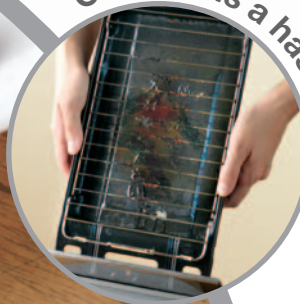
The fish burns.



The kitchen stinks.



Cleanup is a hassle.





# After



## Place the cut of fish on the sheet

Place the cut of fish (salted salmon, mackerel, etc) on the thermal sheet, cover it with the second sheet, close the pack, and place it on a heat-proof plate.



**3**  
minutes

## Microwave for approx. 3 minutes for a golden-brown fish meal without the smell

Place the pack in the middle of the oven and cook. Take care opening the pack when done, as the fish will be hot.



## To clean, just dispose of the pack

One pack can be used twice. Once finished, simply toss the used pack in the trash.



## The product name is another factor of its success.

In Japanese households, the colloquial term for microwave cooking is "ching," from the chime a microwave makes when it's finished cooking. The use of this familiar chime sound in the Japanese name of the product is one reason for its success.



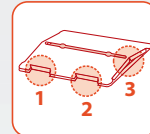
## Innovations in Product Development

### Point-1



The thermal sheets inside the pack reach approximately 200°C when heated in the microwave, baking the fish to an appealing golden-brown.

### Point-2



The peaked shape and 3 joints of the pack mean that the thermal sheets come into full contact with the fish.

### Point-3



Each pack can be used not once, but twice, so with 4 packs to a box, the product can be used 8 times.

### Point-4



A large-type pack for cooking bigger fish is also available in boxes of 2.

## Attention to Special Metallic Film



**Tetsuro Juta**  
Household Division,  
Marketing Department,  
Cleaning and Household  
Products G

This product was designed by processing a special metallic film such as is used when heating frozen pizzas in a microwave. When we presented a prototype at a company meeting, it was immediately approved for commercial development, which we carried out with speed and enthusiasm.

## 80% of Consumers are Repeat Buyers



**Takaki Yagi**  
Household Division,  
Marketing Department,  
Cleaning and Household  
Products G

Because the product simplifies cooking and cleanup, roughly 80% of consumers have been repeat buyers, and we achieved our fiscal sales goal of 3 million products in just 6 months. We now aim to make this product a part of the dining habits of households throughout the country.

## Selection of Fold-over Pack Design after Trial and Error



**Makoto Aoki**  
**Tetsuro Ishino**  
Household Division, Marketing Department,  
Cleaning and Household Products G

After much trial and error, we chose a fold-over design, as it is easy to use, delivers heat to the whole cut of fish, and seals in the flavor.

# Creating Products to Meet Customer Wishes in 7 Areas

To bring comfort to consumer's daily lives, Kobayashi Pharmaceutical has created indispensable products in 7 areas that even our customers had not realized they needed.



## Pharmaceuticals

These are over-the-counter medicines to help consumers maintain their own health through self-medication. We provide a broad range of medicines, from pain relief and anti-inflammatory medicines to Chinese herbal compounds.

### Eyebon



Eyebon is a pioneer eyedrop that washes the eye free of dust and other particles. We have a broad range of products in this line, from low-irritant types to refreshing types.

### Ammeltz



Ammeltz is an anti-inflammatory pain relief medicine that is applied directly to the affected area. There are many variations of this product, such as the Ammeltz-felbinac combination formulation Gold-EX and odorless Ladyna.

### Nicitol 85



Nicitol 85 is an oral Chinese herbal medicine that helps break down and burn fat. Composed of 18 herbal extracts, this product helps to combat obesity. It also comes in an easy-to-carry pouch type.

### Inochi No Haha



This is a mainly herbal medicine for alleviating conditions such as irregular periods, hot flashes, and other feminine illnesses. It comprises a balanced blend of 13 herbal extracts and vitamins.

### Nodoru



This product is designed to spray the active component directly onto the back of the throat to kill the germs that cause inflammation. This product line also includes internal medicine and throat lozenges.



As Japan's population ages, we face greater health needs. Of the 7 areas of Kobayashi Pharmaceutical products, the 3 key areas of Pharmaceuticals, Oral Hygiene Products, and Food Products covered on this page all come within the field of Healthcare Products, and as such, are given special attention.



## Oral Hygiene Products

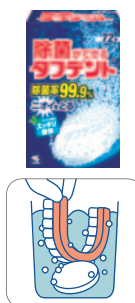
These are products intended to help consumers more easily maintain oral hygiene and etiquette, such as interdental brushes useful for preventing halitosis, medicinal toothpaste for preventing alveolar pyorrhea, and various denture products.

### Breath Care



This innovative product is a breath freshener that works in the stomach. Parsley oil and other active ingredients contained in the capsule work to freshen your breath.

### Tough Dent



Tough Dent is a highly effective effervescent denture cleaning agent for preventing halitosis and gum infection. Partial Dent is also available for consumers with partial dentures.

### Shouyou a



The 5 natural plant extracts contained in this medicinal toothpaste help to prevent periodontal diseases (alveolar pyorrhea, gingivitis, etc). Other products in this line include a mouthwash and a gel type topical anti-pyorrhea medicine.

### Itoyouji



This easy-to-use pick-shaped dental cleaner makes it simple to clean between teeth. The 6-strand thread of dental floss cleans right to the bottom of interdental crevices, removing the plaque that causes tooth decay.

### Tough Grip



This cushion-type adhesive perfectly fills the space between dentures and the gums, holding dentures firmly in place. When washed daily, it can be used for 2 or 3 days.



## Food Products

Kobayashi Pharmaceutical has a line of specified health food products, dietary fiber products, and nutritional supplements to support a healthy lifestyle. We have also developed a line of skin care products.

### Hifmid



This is our line of skin care products developed from a pharmaceutical perspective. Containing natural ceramide II, similar to the skin's own natural components, these products prevent dryness and maintain healthy skin.

### EDICARE



EDICARE is a health-sustaining supplement to help you stay active. Kobayashi Pharmaceutical has modified the US-patented arginine-pycnogenol combination for Japanese consumers.

### Glucosamine & Collagen



This is a nutritional health supplement. As well as collagen and shark cartilage extract (chondroitin sulfate), the product also contains hyaluronic acid, ceramide glycolipids, and elastin, all important agents for maintaining beauty.

### Easy Fiber



This specified health food product makes it easy to take dietary fiber to improve regularity of bowel movement. As a powdered food product, it can be mixed with your favorite drink.

### Tochucha



This is a calorie-free, caffeine-free, fat-free health tea containing geniposidic acid, which helps prevent lifestyle diseases.



## Deodorizing Air Fresheners

Our aromatic flush-toilet cleansers and deodorizing air fresheners hold the top share in the market. As the market leader, we continue to provide high-quality products to meet our customers' satisfaction.

### Bluelet



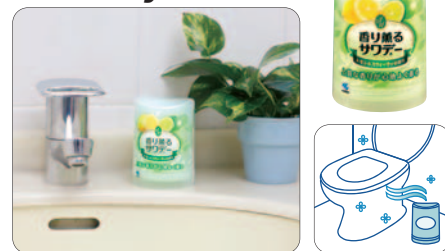
The *Bluelet* aromatic flush-toilet cleanser comes in two types: one that is placed at the top of the tank, and another that is placed inside the tank. Both have highly effective cleansing and deodorizing actions and come in a variety of fragrances.

### Shoshugen



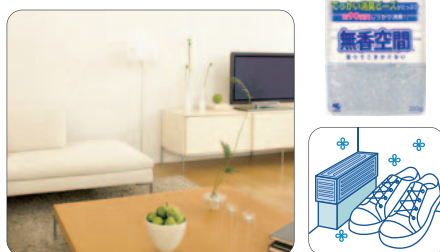
This liquid aromatic deodorizer contains a large filter for powerful deodorizing. The deodorizing and air-freshening action can be controlled by pulling up the filter strip. We produce toilet types and types for use in other rooms.

### Sawaday



Since its launch, this gel-type aromatic deodorizer has continued to enjoy overwhelming consumer approval. Its superior air-freshening action and powerful deodorizing components create a pleasant atmosphere in the toilet. Refills are also available.

### Mukou Kukan



The amino acid deodorizing component within the clear deodorizing beads binds with and nullifies unpleasant odors. *Mukou Kukan* effectively removes unwanted smells from your car or living space.

### Toire Sono Ato Ni



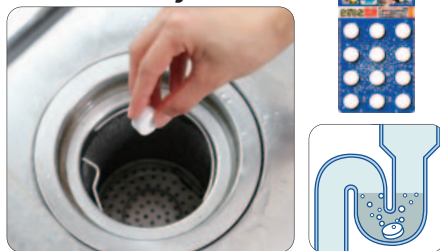
With this product, a simple spray of the toilet or toilet space after use will instantly remove any unpleasant smells and replace them with a refreshing fragrance. The effect is amazing.



## Household Sundries

From cleaning agents to cooking products, Kobayashi Pharmaceutical has been turning new innovations into essential household items, with a wide array of products for a cleaner, more convenient lifestyle.

### Kantan-senjo-maru



Simply pop one of these drain-cleaning tablets into the drain to remove slime and bacteria. The antibacterial action also thoroughly removes the cause of drain odors.

### Chinshite Kongari



After the great success of the Microwave Fish-baking Pack (see p.1-2), we have now launched the Microwave Chicken Baking Pack.

### Megane cleaner



A gentle wipe with this disposable, quick-drying, moisturized lens cleaner quickly removes dust and grime from eyeglasses.

### Senjo-chu series



This line of cleaning agents can easily remove stubborn soiling from pots, stainless steel drink flasks, dish washers, kitchen surfaces, drains, and toilets.

### Kimco



These powerful deodorizers remove the various smells from your refrigerator. The product line includes a slim type, a crisper type that keeps vegetables fresher for longer, and a type for the freezer.





## Sanitary Products

These products are designed to provide comfort and health to your daily life. As so many of these products come into direct contact with the skin, we have given careful attention to the feel of the products as well as ensuring a level of quality control equal to that of our pharmaceutical and oral hygiene products.

### Sarasarty



The *Sarasarty* line of panty liners frees women from discomforts in their lifecycles and includes a great variety of products, such as the extra soft and comfortable Cotton 100 series and a deodorant type.

### Netsusama Sheet



The cooling action of this slap-on cool gel sheet works by evaporation of the moisture in the gel, so it can be used immediately after opening. There are types available for adults, children, and infants.

### Nodo nu-ru masuku



Our range of sanitary masks has enjoyed great popularity, such as the High-filter Antiviral Mask, which filters out 99% of virus-bearing droplets and pollens, and the Moist Mask, which moistens the throat with mist from a moisturizing filter.

### Keshimin



*Keshimin* is a medicated topical cream for preventing spots and freckles. The vitamin C derivative within the cream fully penetrates the keratin layer of the skin to suppress melanin production.

### Asewaki Patto



This three-ply pad can be affixed to the inside of clothing to prevent underarm sweat stains and keep your skin feeling fresh all day long. A new item of etiquette for elegant ladies.



## Body Warmers

Having developed the top technology for manufacturing body warmers in Japan, Kiribai Chemical Co., Ltd. a full subsidiary of Kobayashi Pharmaceutical, is now using this technology to expand its international market in North America, the UK, Asia, and other regions.

Domestic

Domestic

### Kiribai Haru 10 Pack



Japan's top-selling disposable body warmer, this adhesive pad can be stuck over clothing to warm the shoulders, back, or other parts of the body. Ideal for warding off winter chills or relieving lower back pain, with a long-lasting action effective for up to 14 hours.

### Ketsuryu Kaizen Kata Hotton



A hot pad that is folded in three to cover and warm the shoulder, this product improves blood circulation and relieves muscle stiffness, maintaining a temperature of approximately 50°C for over 6 hours.

International

### Nuan Bao Bao



A disposable body warmer marketed primarily to young women in China, this product has gained recognition among over 90% of consumers in Shanghai (company survey), where "nuan bao bao" has become synonymous with "body warmer."

### Pak-Heat



A disposable body warmer sold in Australia and New Zealand, *Pak-Heat*, which also comes in a foot-warming type, is perfect for ski trips and other outings, as its warmth lasts for 24 hours.

### Cura-Heat



A disposable therapeutic body warmer now being sold in North America and the UK, *Cura-Heat* has been effectively marketed not as a winter warmer, but as a treatment for stiff shoulders, back pain, and aching joints, creating a new market for body warmers.

# Kobayashi Pharmaceutical Innovations Embraced around the World



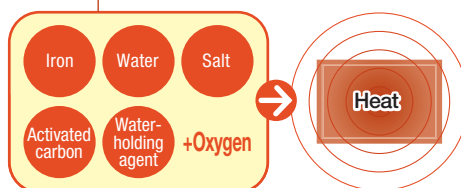
**Body warmers are enjoying popularity throughout the world, as they meet a common need.**

The desire for warmth when feeling cold or to soothe aches and pains is common among all countries. Japan's solution to this need is the body warmer. In answer to the wishes of people throughout the world for a product to meet their needs, Kobayashi Pharmaceutical is developing and marketing disposable body warmers that match the demands and lifestyles of each country.

For example, we introduced disposable body warmers to the Chinese market, where they were previously unknown, and quickly raised awareness of these products; and in America and the UK, where body warmers were only used for chill prevention, we began to market them as therapeutic products.

Kobayashi Pharmaceutical continues to develop and supply hoped-for products both in Japan and throughout the world.

## Components of a Disposable Body Warmer



## HeatMax

### Strengthening of body-warmer business in the US

In 2006, Kobayashi Pharmaceutical acquired Heat Max, a prominent manufacturer of body warmers in the US with sales channels to major retail outlets such as the Wal-Mart mega chain of retail stores, the prominent Walgreen chain of drug stores, and the Kroger chain of approximately 2,000 supermarkets. This market network and Heat Max's high technical capabilities have enabled us to make rapid progress in developing the body-warmer market in the US.



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