

September 10, 2019
Otsuka Foods Co., Ltd.

Otsuka Foods to Release Hinatagokochi

A Stick-Type Beverage (Food with Function Claims) That Helps Retain Heat in the Arms and Legs For Women who Tend to Feel the Cold Mail-Order Sales Start October 1, 2019

TOKYO, Japan, September 10, 2019 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that will start selling Hinatagokochi, a stick-type beverage for women who tend to feel the cold, via mail order sales only, on Tuesday, October 1, 2019.

Hinatagokochi contains the functional ingredients carvacrol and thymol, which have been reported to function to retain heat in the arms and legs (wrists and ankles), as well as nine ingredients* that are known to be good for women: winter savory, burdock, sugar beet, ginger, ginseng, dates, Japanese pepper, *bifidus bacteria* (sterilized), and water-soluble dietary fiber. Being a stick-type beverage, it can be carried easily anytime and anywhere and consumed when wanted.

*Used as extracts or processed products



Hinatagokochi 30-pack



Hinatagokochi 5-pack