

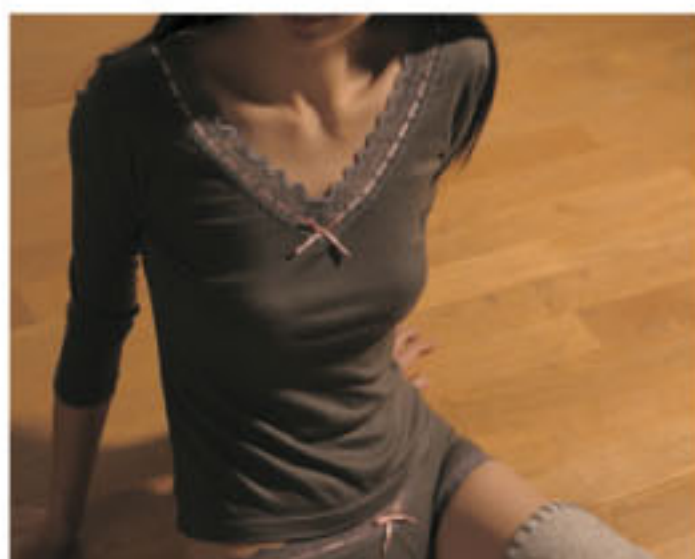


Kishu-Binchotan Fiber

"Healing Fiber" with Bincho Brand Charcoal



Facemask



Innerwear



Towels

COMFORTABLE Because it is Bincho Brand Charcoal

Comfortable to wear with its far infrared ray effect.

The Kishu area Bincho brand charcoal component contained in the fiber emits infrared rays. In winter, they deeply warm your body, and in summer, their excellent heat radiation effect keeps your skin dry. It is comfortable to wear all year around.

◆ Measurement of infrared ray effect



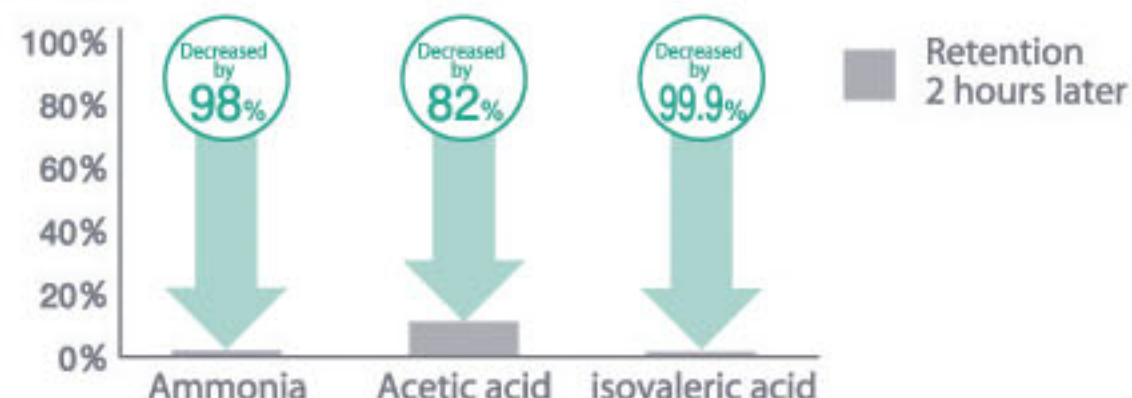
REFRESHING Because it is Bincho Brand Charcoal

Odor elimination effect maintained.

Taking advantage of Bincho brand charcoal absorption abilities, it consistently eliminates odors like ammonia, acetic acid and isovaleric acid caused by sweat. Washing revives this odor elimination effect.

◆ Odor eliminating property

Sample: Rayon (Bincho brand charcoal fiber): 10 x 10cm piece of 100% nonwoven fabric (50g/m²)
 Testing Method: Japan Textile Evaluation Technology Council's accreditation criteria for odor elimination processed products. Manual for conducting equipment analysis.



HEALING Because it is Bincho Brand Charcoal

Feel the abundance of negative ions.

Bincho brand charcoal works to generate negative ions that provide a relaxing effect. The amount generated is almost equal to those detected from "walking in the woods".

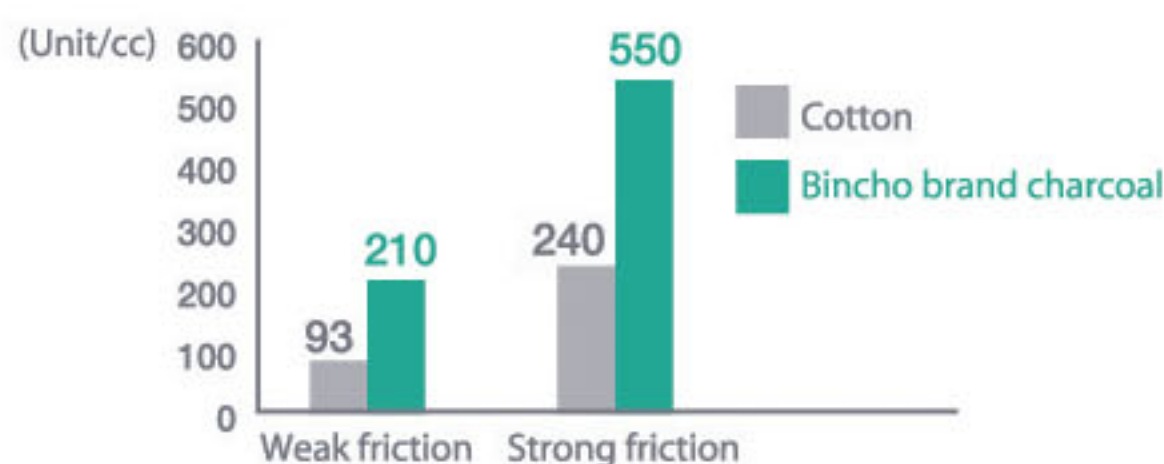
◆ Ion density at various places (unit/cc)

Location	Negative Ions	Degree of Health
Above the sea	830	Excellent
Mountain areas	692	Good
Suburban residence	114	Bad

Location	Negative Ions	Degree of Health
Urban residence	101	Bad
Office	38	Worst

◆ Number of negative ions generated through friction

Sample: 100% nonwoven rayon fabric (Bincho brand charcoal fiber) and 100% nonwoven cotton fabric



ABOUT BINCHO BRAND CHARCOAL FROM THE KISHU AREA

Bincho brand charcoal from the Kishu area is the highest grade local specialty hard charcoal manufactured by burning *Quercus phillyraeoides* (a member of the beech family) in a furnace. It is so hard that not even a saw can cut it, and when it's hit, a transparent metal-like wind chime sound is emitted. Masters of charcoal production who religiously follow their traditional unique production method have made this Japan's highest ranked brand. Bincho brand charcoal continues its unvaried position.