

April, 12th, 2016

Yotsuya Natural Medicine Co., Ltd.

**New medicated herbal bath
with “Naito red pepper”, a specialty of Shinjuku has arrived.
Come to “Shinjuku Naito Pepper Festival (Spring)” at Shinjuku Gyoen.**

Yotsuya Natural Medicine Co., Ltd. (Address: Yotsuya, Shinjuku-ku, Tokyo CEO: Tetsuya Abe) was established in order to contribute to people’s health and Shinjuku area through natural medicine, offering medicated herbal bath of 100% natural medicine, effective against numerous bad conditions and symptoms.

We have produced a new medicated herbal bath of 100% natural medicine. The ingredients are 10 medicinal herbs including “Naito red pepper*”, one of the traditional Edo-Tokyo vegetables and a specialty of Shinjuku.

“Shinjuku Naito Pepper Festival (Spring)” at Shinjuku Gyoen offers a very limited number of “Naito Red Pepper Bath”. (*Red pepper is traditionally used as a natural medicine.)

■ Shinjuku Naito Pepper Festival (Spring)

Place:	Shinjuku Gyoen National Garden
Date:	4/29(Fri) ~5/8 (Sun), 2016
Name of product:	Medicated herbal bath of Shinjuku “Naito Red Pepper Bath”
Price:	630 yen/package (including tax)
Classification of goods:	Authorized medicated herbal bath (Effective against backache, stiff shoulder and neuralgia, etc)
Local seller:	“Naito Red Pepper Project” (http://togarashinet.oishiimizu-taishikan.net/)



■ What we want to do are:

- To make use of “Naito red pepper” as a natural medicine.
- To offer a new life with “Naito red pepper”, from eating to bathing.
- To make use of the used pepper as a fertilizer for next “Naito red pepper”.
- To cheer up Tokyo (=traditional Edo-Tokyo vegetables) from Shinjuku (=Naito red pepper).

■ Contact us

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The person in charge : Tetsuya Abe



- What is “Naito red pepper”?
 - It is one of the traditional Edo-Tokyo vegetables and a specialty of our hometown, Shinjuku.
 - It was originally produced in Shinjuku Gyoen and used to be one of the most famous products of Edo.
 - It vanished once, but revived in modern Japan thanks to steady action for its revival.

- What is “Naito Red Pepper Bath” made of?
 - It is 100% natural medicine including 10 kinds of medicinal herbs.
 - One of the herbs is very rare “Naito red pepper”.
 - Traditionally red pepper is also used as a natural medicine.

- How effective is “Naito Red Pepper Bath”?
 - It is a medicated herbal bath authorized by Health, Labour and Welfare Ministry.
 - It is effective against backache, stiff shoulder, neuralgia, eczema, etc.
 - Medicated herbal bath is classified between medicine and cosmetics according to Pharmaceutical Affairs Act of Japan.

- Where can I buy it?
 - It is available only in “Shinjuku Naito Pepper Festival” at Shinjuku Gyoen National Garden.
 - Sales period is from April 29 to May 8.
 - The price is 630 yen (including tax) per 1 package.

- Can pregnant mothers and children use it?
 - Yes, it can be used for pregnant mothers and infants (over 6months)
 - If you have any trouble in your skin, please refrain from using.

- What should I do after using it?
 - Used ingredients (natural medicine) are good for your garden plants as fertilizer.
 - We recommend you to grow next “Naito red pepper” using the fertilizer.

- Tell us about Yotsuya Natural Medicine Co., Ltd.
 - We contribute to people’s health and Shinjuku area through natural medicine.
 - One of our goals is to make a new medicated herbal bath of 100% traditional Edo-Tokyo vegetables.

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