

Premier Wellness Science Co., Ltd. hosts brand presentation for the new brand “Ko”  
 ~ Presentation on the effectiveness of Ko supplements by medical researchers and professors ~

Premier Wellness Science Co., Ltd. (Headquarter: Minato-ku, Tokyo, Chief Executive Officer: Shinji Hosoyama, hereinafter "PWS") has launched a new brand "Ko" with CBD (Cannabidiol) \*1 as its core ingredient. In addition to the brand launch, we held a successful brand presentation event at Toranomom Hills Forum on Thursday, July 21st, 2022.



### 1. About the Ko Brand Launch Event

PWS presented why the brand was created, as well as the brand’s visuals and product catalog. The proceeding presentations included an in-depth analysis of the science that has been invested into the products so far, by four guest-speakers who outlined the overview of their joint research, the effectiveness of Ko supplements, and the development of CBD cosmetics incorporated with Toray’s nanofiber technology.

#### ■ Presentation Order

Speakers	Presentation Title
Shinji Hosoyama, Chief Executive Officer, PWS	Ko BRAND PRESENTATION
Dr. Hitoshi Sato, Professor, Showa University	Regulation and Incorporation of Utilizing Industrial Hemp
Dr. Kim Beomjoon, Professor, Institute of Industrial	New Drug Delivery System (DDS) Technology Using Microneedle Patches and Joint Research Application of Biosensors

Science, The University of Tokyo, LIMMS KIKO (CNRS-IIS) director, Virological Medicine Dept.	
Dr. Kazuo Uebaba, Chairman of the Board, The Ayurveda Association in Japan	The Functionality and Possibility of CBD - Analysis of Symptom Relief Before and After Ingestion of Ko Supplement~The fusion of oriental medicine and western medicine~
Miki Kasabo, General Manager on Special Assignment, Life Innovation Business Strategic Planning Dept., Toray Industries, Inc.	Skin Care Optimization from New Fiber

## 2. Ko Brand Overview

Ko was founded on science-based R&D, collaborating with medical and pharmaceutical researchers, research institutions, and biotechnology companies. Our concept of “All Wellness” is focused on the endocannabinoid system and the circadian rhythm\*2. While all of our products contain CBD and botanical extracts that help alleviate circadian rhythm disorders, the first product lineup includes health food supplements, cosmetic body balms that promote beautiful skin, and stick-on CBD feminine patches that target female cyclical pain. Through these products, our company is confident that we will contribute to fostering better health and solving health-related social issues.



Ko Brand Site	<a href="https://p-wellnessscience.com/ko">https://p-wellnessscience.com/ko</a>
Ko Official Instagram	<a href="https://www.instagram.com/ko_globalofficial/">https://www.instagram.com/ko_globalofficial/</a>

## 3. For interviews and inquiries regarding this release, please contact

Premier Wellness Science Co., Ltd.
PR/IR: <a href="mailto:pws-prir@p-wellnessscience.co.jp">pws-prir@p-wellnessscience.co.jp</a>
As part of our measures to prevent the infection of the new coronavirus, our group is working by telework. Please contact us by using the above e-mail address for inquiries.

#### 4. Regarding this release

The information contained in this news release is current as of the date of publication. It is subject to change without notice due to various factors. Please be aware of this in advance.

#### \*1 CBD (cannabidiol)

One of the bioactive cannabinoid compounds, contained in industrial hemp.

#### \*2 Circadian Rhythm

An important biological process that regulates our internal clock, roughly every 24 hours and maintains biological homeostasis (called circadian rhythm). Recently, it has been reported that several genes are involved in this internal rhythm and its function. The Clock, Bmal, Per, and Cry genes are the major clock genes that generate periodic transcription. It is believed that the main mechanism of circadian rhythm is regulated by the transcriptional /translational system with a negative feedback loop which can generate fluctuational gene expression rhythm for roughly 24 hours. This gene is found in almost all cells and organs in the human body, and it has its own unique rhythm in each organ. Furthermore, the gene not only shows the internal biological clock, but also controls several gene expressions directly and indirectly for adapting to the external environment, acting as a timer controlling on and off throughout the day. Today, ports are published frequently, claiming that environmental changes, such as stress, sleep deprivation, overeating, irregular diet, have been the main causes of poor lifestyle-related diseases and psychological conditions, suggesting the underlying relevance of circadian rhythm in their weakened health.