
A MAN
CHOSEN BY
LACTIC ACID
BACTERIA
21 Years to a Miracle

＝Contents＝

Chapter 1 .... The Very First Story of
the Man Chosen by Lactic Acid Bacteria

Chapter 2 .... The Discovery of
a World-Class Lactic Acid Bacteria


I'M HUNGRY, MOM!
OH! HEY, JIN.
LUNCH IS READY. YOU WANNA EAT NOW?
OH MY...
I'M HOME!
STOMP
STOMP
Hiroshima Prefecture, Japan
WEIRD NAMES, THOUGH...
BANG!
JIN SURE DOES LOVE HIS PETS.
CLOMP
CLOMP
CLOMP
RINGO!
MIKAN!
CLOMP
CLOMP
ACTU-ALLY, MAYBE LATER!
COME HERE, GUYS!
IT'S TIME FOR YOUR DINNER.
RABITTO AND OTSURU!
MIKAN!
RINGO!
MEOW
WOOF!
HISSS!!
AND HOW'RE YOU DOING, ATOM?
CHIRP
FLAP FLAP
CLACK
CLACK
HEY, DON'T SCRATCH.
RUSTLE
RUSTLE


This is Jin Nakamura, a kid who loves animals.
He took home and cared for abandoned cats and dogs.
ATOM.
HEY! DON'T HIT ME,
BIFF
JIN! IT'S DINNER TIME!
O-KAY!
HI, HONEY!
DINNER'S READY.
I'M HOME!
UM, NO...
UH-OH
DON'T YOU THINK YOU SHOULD DO THAT FIRST?
NOT AGAIN ...
MMM, LOOKS DELICIOUS!
IN THAT CASE, I THINK I'LL TAKE A BATH
THAT WAY I'LL BE WASHING MY HANDS, TOO.
GASP
HEY, WAIT A MINUTE!
HAVE YOU WASHED YOUR HANDS?


WHAT TH-?!
DAY.
DAD SAYS HE'S GONNA HAVE A BATH!
NO WAY! HEY, YOU GUYS!
HUH, IS THAT SO?
WELL, I SUPPOSE IT'S OK. BUT BE QUICK.
AND ME!
ME, TOO!
BANG!
ERM, DAD, I FEEL A BIT COLD TODAY.
S-SO COULD I USE THE BATH BEFORE YOU?
FOR SOME REASON IT'S GONE ALL CLOUDY!
WE WANT TO AVOID GETTING IN AFTER HIM AT ALL COSTS!
WHY ON EARTH ARE THESE KIDS IN SUCH A RUSH?
The answer can be seen in the bathwater left over when their dad has used the tub.
OK!
I'LL GO RIGHT NOW!
DASH!
HEY, DON'T RUN!


This nukazuke was made by Jin's dad.
IT'S PICKLES IN FERMENTED RICE BRAN! (NUKAZUKE)
EWW!
OK-AAAY
RIGHT, TIME TO EAT.
PIPING HOT
And it was in this charming family setting that Jin was raised.
THANK YOU FOR OUR MEAL.
SOMEHOW WE CAN'T EAT THAT ...
Who, as mentioned earlier, neglected to wash his hands.
and they were taught to him by his father.
LIS-TEN, JIN
There were 2 things important to Jin,
DAD LEFT RICE IN HIS BOWL!
Bing!
O-KAY
JIN, COULD YOU CLEAR THE TABLE?
OH ...


He was a pretty un-relenting boy.
SIGH
YOU'RE TOO EASY ON YOURSELF.
WHAT THE HECK, DAD?
THAT'S NOT VALUING LIFE.
YOU MUST VALUE ALL LIFE
He built a tree house by himself.
HAND MADE
MUNCH MUNCH
HAND MADE
So he took these words to heart.
"GO AFTER WHAT YOU WANT!"
And the other thing was...
WOO HOO!
LET'S HAVE 2 PARTIES A WEEK!
WE HAVE TO MAKE GREAT MEMORIES WHILE WE CAN!
TWICE A WEEK?! IS THAT POSSI-BLE?
And during his school days:
He made first string.
I MADE IT...
I'LL OVERCOME MY PHYSICAL LIMIT-ATIONS!
He spent all day playing basketball, practicing every night.
BOUNCE
BOUNCE
He trained so hard it stunted his growth.


When he turned 21
he started his own business!
TA-DA
But...
OH YEAH, OK!
HEY JIN! YOU'RE DRUNK!
He carried on organizing his parties, and gained popularity.
THAT WAS FUN! NEXT WEEK, TOO?
YEAH, IT WAS AWESOME. YOU'LL NEVER BE DISAPPOINTED. HIS PARTIES ARE ALWAYS A GREAT!
DO IT AGAIN!
HOW ABOUT IT, JIN?
JIN?
HUH? OH, YOU'RE STILL AWAKE.
I NEED YOU TO SIGN THIS.
WHAT?
I CAN'T SPEND ANY TIME WITH MY PRECIOUS FAMILY...
I'M GETTING DEEPER AND DEEPER IN DEBT...
BUT I CAN'T STOP... WHAT SHOULD I DO?
CREAK
Day after day, night after night, spent hard at work...
15日
30日
He was totally exhausted, physically and mentally.
It was then that he was asked...
I CAN'T TAKE IT ANYMORE...
I'M SORRY...
DIVORCE NOTICE


WE ARE SEVERELY SHORT OF SALESPEOPLE.
...
He got a job offer from a corporate manager he knew.
HOW WOULD YOU LIKE TO COME WORK WITH US?
REALLY?
YOU HAVE A BRIGHT FUTURE. HERE'S YOUR CHANCE. TAKE IT.
REWARD
SALES
YOU CAN WORK ON COMMISSION.
These words encouraged him...
THANK YOU VERY MUCH FOR YOUR OFFER. BUT I'M UP TO MY NECK IN DEBT RIGHT NOW...
And was amazed by what he learned there.
He went to Tokyo for the details...
AND LACTIC ACID BACTERIA ARE ABLE TO REVITALIZE BOTH OF THEM....
IT'S UNBELIEVABLE!
THE INTESTINAL IMMUNE SYSTEM IS INCREDIBLE!
SO ARE INTESTINAL BACTERIA!
This was Jin's first meeting with "lactic acid bacteria"!


why the number of people with allergies and atopic disease has increased, amongst other things.
and why, as pinworms have become less common, the number
why they have such big muscles,
such as why giant pandas eat bamboo despite being carnivores,
He learned many things at the information session he attended,
GOOD HEALTH IS THE MOST VALUABLE THING IN THE WORLD.
I WANT TO MAKE IT AVAILABLE TO PEOPLE ALL OVER JAPAN!
This was the moment when Jin, who believed in the "respect of all life" finally found his calling.
IMMUNITY INCREASE
IF THE PEOPLE OF JAPAN TOOK THIS LACTIC ACID BACTERIA HABITUALLY,
THERE WOULD BE FAR FEWER SICK PEOPLE!
BY TAKING LACTIC ACID BACTERIA
THE IMMUNITY OF HUMANS AND ANIMALS WILL BE BOOSTED!
Six months later, his life started to change.
WOW! I GOT 3 MILLION YEN!
SOME DAY... I'D LIKE TO DEVELOP MY OWN STRAIN...
I SWEAR TO MAKE THIS PRODUCT A PART OF JAPANESE CULTURE!
I HAVE TO TELL AS MANY PEOPLE AS POSSIBLE ABOUT LACTIC ACID BACTERIA!
INTESTINAL BACTERIA INTESTINAL IMMUNITY
BOOOM!!
And with that he began his life with lactic acid bacteria.
CRASH


I NEED TO PAY MY MONTHLY BILLS AND LIVING EXPENSES, AND THEN THERE'S MY LOAN.
BUT THAT'S THE WAY IT IS. EVEN IF I DON'T MAKE SALES,
ASH...
THIS IS WHAT WORKING FULLY ON COMMISSION MEANS...
ANOTHER MONTH ENDS IN THE RED.
BUMMER
IN DEBTS...
TH-
THESE BILLS ARE ARRIVING TOO SOON.
And hardly persuasive.
ERM... NO, NO THANK YOU.
NO!
He was 24 at the time. A young, healthy-looking man promoting health foods.
IMMU-NITY, I MEAN!
LISTEN, IT'S REALLY GREAT!
He was a bit brash...
Jin dove into door-to-door sales at local businesses, beauticians, etc.
No one wanted to listen to his long-winded explanations.
Shot Down
AGHH!
HEY! JIN!
HAGGARD
I ONLY DRINK AOJIRU!
DON'T YOU HAVE AOJIRU?
LACTIC ACID BACTERIA? WE ALREADY HAVE AOJIRU (GREEN VEGETABLE JUICE).
WELL... IF YOU'D JUST...
OH MAN!
BANG
NO, THANKS.
In those days there was an aojiru fad.
He had slicked-back hair, and seemed like an ill-tempered robot.
BOO
DAMMIT
OKAY, OKAY. UNDER-STOOD...
LOOK AT HIS DISA-PPOINTED EXPRES-SION!
WHAT?!
WELL... I'M WORKING.
WHAT'S THE SUIT FOR? IT'S SUNDAY.
YOU LOOK THIN...
WHAT A COINCI-DENCE!
OH! IT'S BEEN A WHILE.

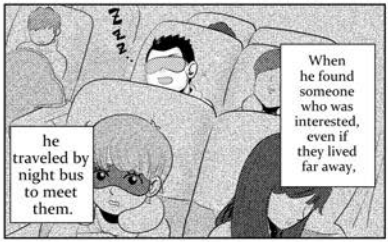

His friends were having fun, partying every week, going swimming in the ocean and snowboarding.
I WISH I COULD...
GROOOWWLLL...
I'M STARVING.
THANKS...
WE'RE GOING SNOWBOARDING!
SORRY, LET'S GO FOR A DRINK SOME TIME!
YOU'RE WORKING ON A SUNDAY? TOO BAD!
GOOD LUCK!
WHY DO I HAVE TO LIVE IN MISERABLE POVERTY IN THIS DAY AND AGE..?
IF THAT'S THE CASE I WOULD RATHER HAVE A GOOD TIME!
WHY MUST A MAN CHASING HIS DREAM HAVE TO SUFFER LIKE THIS?!
AHHHH
...
11 yen in his pocket...
BANG
DAMMIT!
GLUB
WHY AM I ALWAYS THE UNLUCKY ONE..?
GLUB
I'LL TELL EVERYONE THE TRUTH ABOUT LACTIC ACID BACTERIA,
AND MAKE THIS PRODUCT A PART OF JAPANESE CULTURE.
NO MATTER WHAT HAPPENS!
NO, NO, NO...
THAT'S COMPLETE NONSENSE!
SHAKE
SHAKE
.....
SHOULD I FIND A NEW JOB..?
AH


And then
he heard about a lecture in Kagoshima on lactic acid bacteria.
AND THAT'S IMPROVING MY SALES PERFOR-MANCE.
BUT FOR NOW THERE'S ONE THING I DESPERATELY NEED TO FOCUS ON.
Clench
.....
At a social gathering...
I'VE BEEN HAVING A TOUGH TIME LATELY.
I SEE...
Lecturer
Jin spent what little money he hadon the trip to attend it.
This encounter was to be a major turning point for him.
Kagoshima Prefecture
Chiran Peace Museum
CHIRAN?
I'M PLANNING TO VISIT CHIRAN TOMORROW. WOULD YOU CARE TO JOIN ME?
IT MIGHT INSPIRE YOU.


Letters from fallen kamikaze pilots
I WILL DO MY BEST
AND I GO, FOR MY FAMILY'S SAKE
He received a shock there.
WH-
WHAT ON EARTH..?!
MOTHER
MOTHER
MOTHER
AM I BEING TRUE TO MYSELF?
AM I DOING ALL I CAN DO?
HOW COULD I HAVE BEEN SO DUMB?
WHAT A TINY BUBBLE I'VE BEEN LIVING IN!
I WILL SHOW THEM MY GRATITUDE!
DRIP
MY ANCESTORS WENT SO FAR AS TO SACRIFICE THEMSELVES FOR US.
AM I BEING UNGRATEFUL TO THEM?
I WAS CARING TOO MUCH ABOUT MY PUBLIC IMAGE, AND NOT PUTTING MY ALL INTO MY MISSION.


That became his brand-new starting point!
ANYWAY, ANYHOW!
LET'S DO IT...


He recorded his pitches and listened to them over and over, made videos and watched those many times, too.
REC


he traveled by night bus to meet them.
When he found someone who was interested, even if they lived far away,
ZZZ...


12am 'til 6am working in a bento shop,
7am 'til midday collecting wet towels,
and from midday 'til night-time
he did door-to-door sales, telemarketing and in-person deliveries.

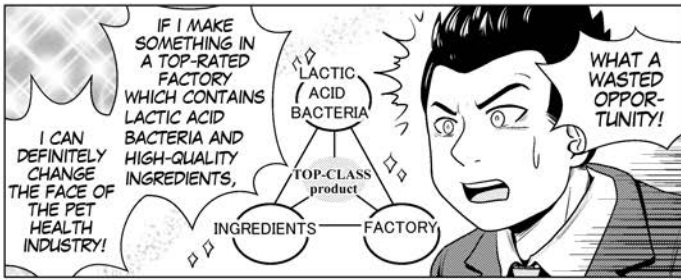

Every month he traveled from city to city, across 13 different prefectures.
...and reading up on the subject!
PERHAPS LACTIC ACID BACTERIA CAN BECOME STRONGER IN A MORE ACIDIC MEDIUM...
This pattern continued for 2 years!

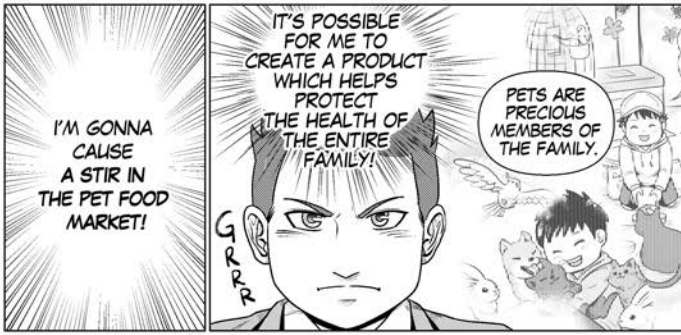

Washing his hair, brushing his teeth, wiping his body clean...
READY!
THE VERY OF LACTIC ACID BACTERIA
THUMP
I CAN'T WASTE MY MONEY...
I'VE GOT TO ECO-NOMIZE!


Soon after arriving at his destination, he would race to a public restroom!


JIN NAKAMURA, WHO HAS A FEW WORDS TO SAY.
Then at last
I WOULD LIKE TO INTRODUCE OUR NEW DIRECTOR,
He closed more and more deals,
and his sales went up and up.
I AM ETERNALLY THANKFUL.
FOR SO MANY PEOPLE TO HAVE BELIEVED IN ME,
DESPITE BEING IN MY 20S, AND WITHOUT MUCH LIFE EXPERIENCE,
I WOULDN'T BE STANDING HERE TODAY WITHOUT THE HELP OF MANY PEOPLE.
He became the youngest director in the company.
IS THAT TRUE?!
Then one day...
WHAT?!
YES
AND TO MY EVER-SUPPORTIVE FAMILY,
THANK YOU SO MUCH.
CLAP
CLAP
CLAP
He continued to learn and grow, and a few years went by...


CANCER, HEART DISEASE AND KIDNEY DISEASE.
THE TOP CAUSES OF PET DEATHS ARE
YOU KNOW...
AND THE QUALITY OF PET FOODS IS ABYSMAL.
THE LAW CONCERNING PET ANIMALS IS REALLY TERRIBLE. PETS ARE TREATED LIKE CARGO WHEN THEY TRAVEL ON AIRPLANES...
HOW AWFUL...
The deeper he digs, the more apparent the shamefulness becomes.
SPEAKING OF DISEASE PREVENTION, THIS IS WHERE LACTIC ACID BACTERIA COME IN!
ALMOST NOBODY CARES ABOUT PREVENTING DISEASES!
JUST THE SAME AS HUMANS...
He heard about the pitiful state of the pet industry.
GMP-certified dietary supplement manufacturer
THEY'RE ONLY FOR HUMANS. WE DON'T MAKE ANY SUPPLEMENTS FOR PETS.
FOR PETS ···X
FOR HUMANS ···✓
A company dealing in high-quality ingredients
OUR PRODUCTS ARE FOR HUMANS, NOT ANIMALS.
FOR PETS ···X
FOR HUMANS ···✓
WE HAVE TRIED TWICE, NOW. BUT THE SALES FIGURES WERE NEVER GOOD ENOUGH.
SO WE DON'T DABBLE IN THAT ANYMORE.
FOR PETS ···X
FOR HUMANS ···✓
WHY HASN'T ANYONE EXPANDED INTO THE PET MARKET?
A lactic acid bacteria business
AH, THE PET MARKET...


I CAN DEFINITELY CHANGE THE FACE OF THE PET HEALTH INDUSTRY!
IF I MAKE SOMETHING IN A TOP-RATED FACTORY WHICH CONTAINS LACTIC ACID BACTERIA AND HIGH-QUALITY INGREDIENTS,
LACTIC ACID BACTERIA
TOP-CLASS product
INGREDIENTS
FACTORY
WHAT A WASTED OPPOR-TUNITY!

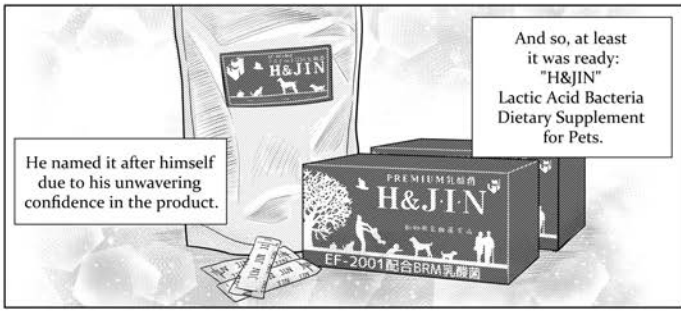

I'M GONNA CAUSE A STIR IN THE PET FOOD MARKET!
IT'S POSSIBLE FOR ME TO CREATE A PRODUCT WHICH HELPS PROTECT THE HEALTH OF THE ENTIRE FAMILY!
GRRR
PETS ARE PRECIOUS MEMBERS OF THE FAMILY.


OH
KNOCK KNOCK
HELLO JIN, IS SOMETHING THE MATTER?
MAY I COME IN?
IT WOULD BE SO DIFFI-CULT!
SURELY IT'S NOT WORTH ALL THE HASSLE?
THERE'S NO NEED TO GO THAT FAR...
YOU'RE GONNA START FROM SCRATCH AGAIN?
EH? LACTIC ACID BACTERIA FOR PETS?
His ideas generated howls of protest.


WELL, I'VE HAD ENOUGH ...
YOU'RE TALKING ABOUT PETS AGAIN?


because he had grown up in his own little zoo.
PRESIDENT'S OFFICE
But he never wavered in his resolution


I'LL RISK IT ALL TO VENTURE INTO THE PET INDUSTRY!
SO PLEASE, ALLOW ME TO MONOPOLIZE ON ITS LACTIC ACID BACTERIA MARKET!
I'M LEAVING EVERYTHING BEHIND!
EVERYTHING, INCLUDING MY POSITION AS DIRECTOR!
BA
!!
A M!
THANK YOU, SIR!
The annual sales requirements were presented.
SO I BELIEVE IN YOU.
BEAM
AND YOU ARE THE MAN THAT WAS CHOSEN BY LACTIC ACID BACTERIA.
LACTIC ACID BAC-TERIA CHOOSE THE PERSON..
.....
.....
UNDER-STOOD.
Phew...
I'LL BE SURE TO USE OPTIMAL RAW MATERIALS AND FACTORY PREMISES SO THAT
He had confidence in the results from clinical data and real-world experience.
THE NEW PRODUCT CAN BE SAFE AND RELIABLE ENOUGH FOR EVEN SMALL CHILDREN TO TAKE.
I HAVE DEVOTED ONE THIRD OF MY LIFE TO LACTIC ACID BACTERIA.
He left his customers in the hands of the company...
...and started again from scratch!


H&JIN
PREMIUM乳酸菌
H&J·I·N
EF-2001配合BRM乳酸菌
He named it after himself due to his unwavering confidence in the product.
And so, at least it was ready: "H&JIN" Lactic Acid Bacteria Dietary Supplement for Pets.


With Friendly Bacteria
H&J Inc.
Humanity
Justice
Back in 2010, Jin was 31 years old.
At the same time, he founded H&J Inc. The corporate philosophy was as follows:
-We fulfill your lives
-We enhance your way of thinking
-We leave the future open to possibilities
-We change history


GOOD HEALTH STARTS WITH A GUT HEALTH. PET DISEASES WILL ONLY BECOME
MORE OF A PROBLEM IN THE NEAR FUTURE.
NO... NO, THANKS.
WELL... YOU MAY BE RIGHT, BUT...
But in the early years he had trouble gaining public acceptance.
LACTIC ACID BACTERIA FOR PETS?


THAT'S WHAT THEY ALL SAY, ISN'T IT? NO SALESPERSON WOULD TAKE RESPONSIBILITY IF IT DOESN'T SELL.
OH DEAR...
IF THIS WAS AN ORDINARY PRODUCT, I WOULD HAVE NEVER PUT MY OWN NAME ON IT.
THEY'RE ALL PRETTY MUCH ALIKE, AREN'T THEY?
H&J·N
I DON'T WANT TO CARRY ANY STOCK, SORRY!
OH, NO NO NO...
SO PLEASE DON'T JUDGE ME, DO BUSINESS WITH ME INSTEAD.
I'M NOT SAYING THAT. THAT'S WHY YOU'RE HERE, RIGHT?
AM I LIKE THE OTHER SALESPEOPLE YOU'VE MET?
.....
I'M VERY SORRY IF I SOUNDED PUSHY.
ALRIGHT, ALRIGHT! THINK ABOUT IT
GET BACK TO YOU.
JUST GIVIN
... !
HERE
EVEN ONE BOX IS OK!
PREMIUM H&J·N
FEW PEOPLE ARE CAPABLE OF THINKING THINGS OVER AND THEN MAKING THE RIGHT DECISION.

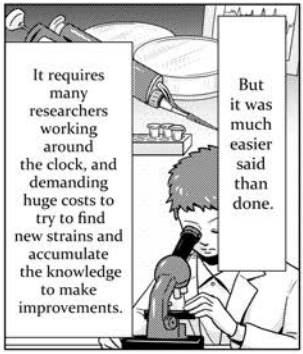

HUH?
ARE YOU SERIOUS?
I UNDERSTAND YOUR SITUATION.
BUT, MY RENT... I'M BEHIND WITH MY PAYMENTS AND THINGS ARE DIFFICULT...
CAN YOU TRUST ME?
WHO ARE YOU?!
I GUARANTEE THE SALES WILL PAY BACK YOUR RENT,
AND I PROMISE TO MAKE YOU AND THE CUSTOMERS HAPPY!
I AM THE MAN WHO CAN SOLVE YOUR PROBLEMS.
IF I HAVE ZERO CHANCE, I WILL CONCEDE.
BUT AS LONG AS THERE IS A 1% CHANCE,
I BEG YOU TO BELIVE IN ME.
I WILL TAKE FULL RESPONSIBILITY!
REALLY?
THIS IS H&J INC.
OH! IT'S BEEN A WHILE. THANK YOU FOR CALL.
YES.
HMM
Just then
RIIINNNG
WHAT CAN I DO...?
But he needed a boost to achieve his goals.
So with that, he worked to fulfill his end of the agreement.


THANK YOU SO MUCH FOR THE OPPORTUNITY.
SIR!
THAT WAS AN EXCELLENT TALK.
PRESIDENT NAKAMURA,
President of the pet product company
An acquaintance who worked for a pet product company had invited him to a talk there.
ABSOLUTELY! OF COURSE! I WOULD BE HAPPY TO.
IF THERE'S ANYTHING WE CAN DO, JUST LET US KNOW.
WE'D LIKE TO SUPPORT YOUR ENDEAVOR.
ACTUALLY, WE SHOULD BE THANKING YOU FOR CREATING A GENUINE PRODUCT.
Moreover
HUH? NON-PET OWNERS WANT TO TRY H&JIN FOR PET USE?
BANG!
And the product began making waves.
Thanks to the efforts of his two like-minded patrons,
H&JIN sales promotion was further accelerated!
supplement advisors, and people who studied traditional Eastern medicine.
Apparently, it was spreading by word of mouth via doctors and health/nutritional advisors,
IT'S BECOMING A SENSATION!
HIS DOCTOR RECOMMENDED IT TO ME.
THIS IS FOR MY SON.
I WAS SURPRISED, TOO!
JIN


And so, H&JIN for human use was created.
H&JIN
LET'S MAKE THE NEVER-BEFORE-SEEN HUMAN VERSION!
OK!
I HAVE SO MUCH SUPPORT...
I FEEL BLESS-ED...
FANTASTIC!
BRILLIANT!


H&JIN
EF-2001配合BRM乳酸菌
IT BOASTS A SAFETY AND STABILITY LEVEL SUITABLE EVEN FOR SMALL CHILDREN. TRULY A WORLD-BEATING PRODUCT...

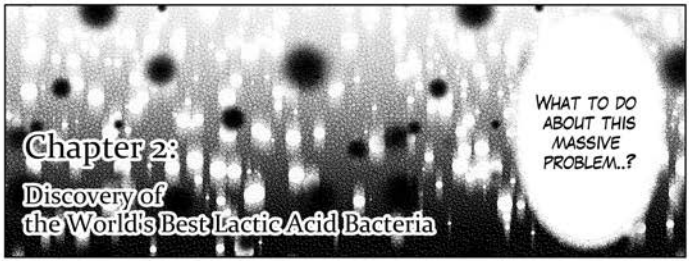

BUT AT THAT TIME JIN NEVER WOULD HAVE GUESSED
JUST WHAT NCREDIBLE THINGS WERE WAITING RIGHT AROUND THE CORNER.
End of Chapter 1
RIGHT! FROM HERE ON IN LET'S GO IMPROVE THE LIVES OF COUNTLESS PEOPLE AND ANIMALS ALIKE!
H&J inc


It requires many researchers working around the clock, and demanding huge costs to try to find new strains and accumulate the knowledge to make improvements.
But it was much easier said than done.


IT ALL STARTED WITH THIS CHILDLIKE DREAM.
I WANT TO DISCOVER MY OWN LACTIC BACTERIA STRAINS.

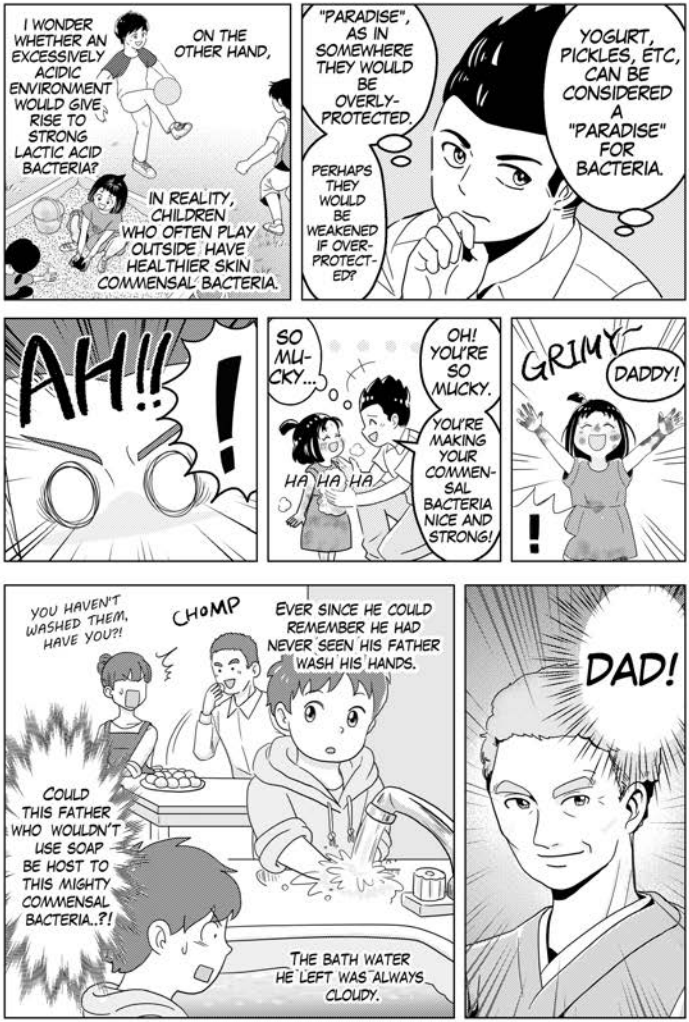

AL-THOU-GH...
EVEN IF THE INTESTINAL ENVIRONMENT COULD BE IMPROVED, BAD ORAL BACTERIA COULD STILL WREAK HAVOC ON THE BODY.
Increasing periodontal...


H&JIN
H&JIN
Every day Jin strived to deliver a top-quality product to even more people and animals.
Deep down his dream was always in his heart.


Chapter 2:
Discovery of the World's Best Lactic Acid Bacteria
WHAT TO DO ABOUT THIS MASSIVE PROBLEM..?

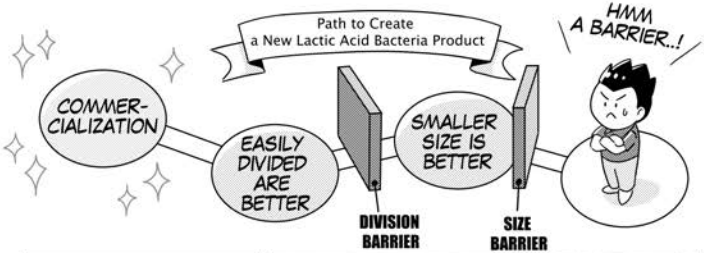
*1 Please see "INTESTINAL & ORAL REVOLUTION"
*2 Please see "BEAUTIFUL SKIN & GLOSSY HAIR REVOLUTION"

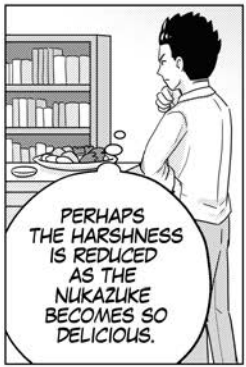



I WONDER WHETHER AN EXCESSIVELY ACIDIC ENVIRONMENT WOULD GIVE RISE TO STRONG LACTIC ACID BACTERIA?
ON THE OTHER HAND,
IN REALITY, CHILDREN WHO OFTEN PLAY OUTSIDE HAVE HEALTHIER SKIN COMMENSAL BACTERIA.
"PARADISE", AS IN SOMEWHERE THEY WOULD BE OVERLY-PROTECTED.
PERHAPS THEY WOULD BE WEAKENED IF OVER-PROTECT-ED?
YOGURT, PICKLES, ETC, CAN BE CONSIDERED A "PARADISE" FOR BACTERIA.
AH!!
SO MU-CKY...
HA HA HA
OH! YOU'RE SO MUCKY.
YOU'RE MAKING YOUR COMMEN-SAL BACTERIA NICE AND STRONG!
GRIMY
DADDY!
YOU HAVEN'T WASHED THEM, HAVE YOU?!
CHOMP
EVER SINCE HE COULD REMEMBER HE HAD NEVER SEEN HIS FATHER WASH HIS HANDS.
COULD THIS FATHER WHO WOULDN'T USE SOAP BE HOST TO THIS MIGHTY COMMENSAL BACTERIA..?!
THE BATH WATER HE LEFT WAS ALWAYS CLOUDY.
DAD!


I WAS A BIT RELUCTANT BUT IT WAS SURPRISINGLY GOOD.
Among these pickled dishes he was particularly fond of nukazuke, which Jin ate quite a lot from early childhood.
Jin's father's hobbies were pickling and preparing vege-tables.
QUICK, RINSE IT OUT WITH WATER.
OH, NO!
OWWW...
AH, ARE YOU OK?
FLUTTer
HUH?
WHAT IF THAT BED OF SALTED RICE BRAN THAT HAS DAD'S HANDS IN IT EVERY DAY WAS A PARTI-CULARLY HARSH ENVIRON-MENT?
COME TO THINK OF IT,
WHAT ABOUT BODY FLUIDS CONTAINING LACTIC ACID BACTERIA?
OUR BLOOD IS SO AMAZING...
IT CONTAINS A LOT OF SUBSTANCES THAT PROTECT US...
WHOOSH
WHOOSH
OK! LET'S FIND OUT!
HA!


DAD, LEND ME SOME NUKAZUKE!
WHAT'S UP, JIN? YOU SEEM FLUSTERED.
HUH? YOU WANT TO EAT IT THAT BADLY?
With that thought in mind he took his dad's nukazuke along to a research lab.
Could there be a chance that the fermenting nukazuke harbors incredible lactic acid bacteria?
Jin went to test his theory straight away!
DAD!
"As anticipated, there are lactic acid bacteria present which hold great potential."
AH!
PING
A few weeks later he received a reply from them.
IT'S HERE?!
FIRST AND FOREMOST, IF YOU CAN'T GROW THEM IT'S NOT POSSIBLE TO MANUFACTURE PRODUCTS....
IF THEY AREN'T SMALL ENOUGH THEY CAN'T EASILY EXERT THEIR EFFECTS...
"However, the bacteria are large and difficult to grow in colonies."


Path to Create
a New Lactic Acid Bacteria Product
COMMER-
CIALIZATION
EASILY
DIVIDED
ARE
BETTER
DIVISION
BARRIER
SMALLER
SIZE IS
BETTER
SIZE
BARRIER
HMM
A BARRIER..!


PERHAPS
THE HARSHNESS
IS REDUCED
AS THE
NUKAZUKE
BECOMES SO
DELICIOUS.


I CAN'T
GIVE UP
NOW!
I GOT AS
FAR AS
DISCOVERING
A STRAIN
WITH GREAT
POTENTIAL.
With that
Jin faced
a new
challenge.

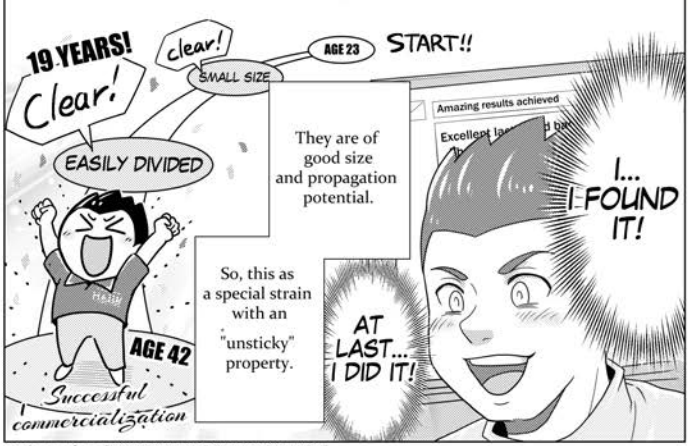

The lactic
acid
bacteria
shrunk in
size!
WE...
WE DID
IT!


YEP,
IF YOU DON'T
TRY YOU
WON'T
KNOW!
BOSS,
ARE YOU
REALLY GOING
TO PUT
THAT IN?
Jin tried
adding
more
unorthodox
ingredients
to the
nukazuke.
OH!
THAT
MEANS...
WHAT
A WAY OF
THINK-
ING!
And
so...



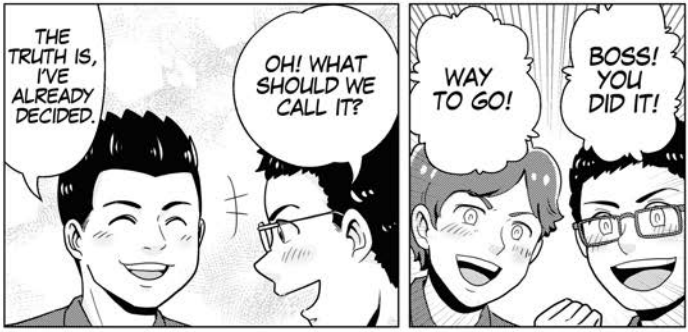
SUBJECT **Amazing results achieved**

Excellent lactic acid bacteria have been discovered.



* Please refer to "INTESTINAL & ORAL REVOLUTION"

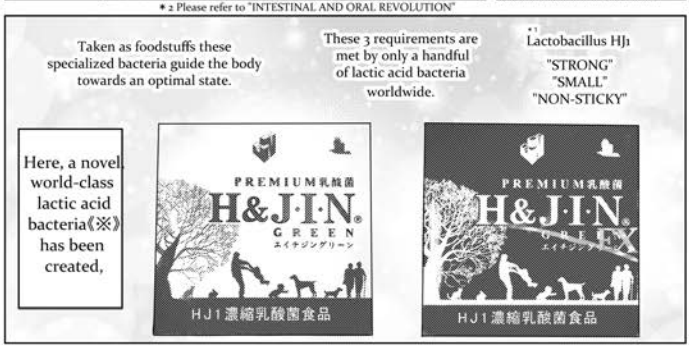




* 1 When in supplement or food products, known as HJ1 Lactic Acid Bacteria
When in cosmetic products, known as HJ1-S Lactic Acid Bacteria



* 2 Please refer to "INTESTINAL AND ORAL REVOLUTION"








WOW... THIS COULD REVOLU-TIONIZE ORAL HEALTH!
WE'VE SUCCESSFULLY RETAINED THE CELL MEMBRANES IN THE LACTIC BACTERIA SOLUTION,
EXCEEDING EVEN OUR EXPECT-ATIONS!
That news was truly a huge surprise.
The product is currently patent pending!
Patent Cer
Patent No. XXX
THIS WILL BE AN INTESTINAL AND ORAL REVOLUTION!
IT'S TWO BIRDS WITH ONE STONE... WAIT, LOTS OF BIRDS WITH ONE STONE! I'M EXPECTING AMAZING RESULTS FOR THE WHOLE BODY!
WELL, NOT ONLY THAT BUT THE SKIN DATA WAS ALSO EXTREMELY PROMISING.
DID YOU COME UP WITH IT BECAUSE I FELL DOWN AND HURT MYSELF THAT TIME?
OH! SO...
COOL!
FANCY MY NUKAZUKE GETTING A PATENT...
THAT'S RIGHT.
IT'S SOMETHING THAT LETS DADDY SPREAD THE WORD ABOUT HIS DISCOVERY TO EVERYONE.
WHAT'S A PATENT?
PATENT LICENSE?!


I THINK A NEW CAR WILL DO ME JUST FINE.
TREMBLE
WHAT WILL YOU GET ME AS A PRESENT?
PRE-SENT?
SURE, THAT DEFINITELY WAS IMPOR-TANT!
WHAT ABOUT ME? I GAVE MY OWN NUKAZUKE, BUT HAVEN'T RECEIVED ANYTHING YET...
JIN!
CUT IT OUT. YOU ARE TERRI-BLE!
HAHAHA
I'M TRULY GRATEFUL.
TOO RIGHT.


Since 2002, when Jin first encountered lactic acid bacteria at the age of 23, he has continued to spread the message of their possibilities, and brought health to people around the world. He is "The Man Chosen by Lactic Acid Bacteria".
With his passion for the cause, belief in his company's contributions, and the bonds between him and his parents,
He at last achieved his dream!
RIGHT! IT TOOK 21 YEARS, BUT FINALLY I'VE DONE IT!
FROM THIS POINT ON I'LL DELIVER HEALTH AND BEAUTY TO EVEN MORE HAPPY CUSTOMERS.
LET'S CHANGE HISTORY!


THIS H&JIN PRODUCT SERIES
IS CONTINUING TO BE DEVELOPED, USING THE MANTRA "WITH FRIENDLY BACTERIA".
IT IS SPREADING NOT JUST ACROSS JAPAN, BUT THE WHOLE WORLD.
PREMIUM乳酸菌
H&J·I·N
GREEN
HJ1濃縮乳酸菌食品
PREMIUM乳酸菌
H&J·I·N
HJ1濃縮乳酸菌食品
PREMIUM乳酸菌
H&J·I·N
EF-2001配合BRM乳酸菌


THEY WILL KEEP ON FIGHTING
IN ORDER TO REVOLUTIONIZE THE HEALTH AND BEAUTY INDUSTRY!


AND JIN
CONTINUES TO PROMOTE ITS MERITS AND VALUE FAR AND WIDE.

H&J Comic Series

"INTESTINAL & ORAL REVOLUTION"

Exposing commonly-believed myths in
the lactic acid bacteria community,
which can be seen as manufacturers
' brainwashing tactics,
and also the importance of the oral cavity...

What are the savior "lactic acid bacteria"
that can take on the causes of
modern society's serious problems?

How to correctly choose lactic acid bacteria
and health foods, among other tips,
explained in "7 points".





"BEAUTIFUL SKIN &
GLOSSY HAIR REVOLUTION"

In our modern society we may be oblivious, but
in fact, behind the scenes resident skin bacteria
are suffering.

We reveal the root cause of skin problems, and
some of these, surprisingly,
originate in the mouth...

Join us as we dive into the world of
beneficial skin bacteria.
Together let's find out
how to solve serious skin problems!

"THE DOGGY & KITTY CLUB"

Killing of cats and dogs is a problem
in Japanese society,
and one of the causes is
a lack of an "approval system"...

In countries with more advanced animal welfare
must have licenses.
If owners and breeders do not meet
certain requisites they are unable to keep pets.

Japan should also introduce an
"approval system" to create a
society which "values life".



If you are interested in finding out more, please feel free to get in touch using the contact information on the reverse of this page.