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Nissetsu Industries Co., Ltd.

(A Division of Kōken Co., Ltd.)
Nakagoya 329, Tobetsu-Cho, Ishikari District, Hokkaido 061-0211

All About Genmai Koso

[Brown Rice and Life]





Masataka Shikanai

Chief Executive Officer
Genmai Koso Co., Ltd.

Real health comes from improving how we eat

Since the founding of our company we have always strived to educate people about how important it is have healthy eating habits. We are guided by the fundamental principle that real health comes from improving how we eat.

Real health is a natural state that we try to help people to reach. Achieving that state requires a harmonious balance of healthy body and healthy mind that comes from a good diet, relaxation and moderate exercise.



Genmai Koso - Working to bring real health

We work to promote awareness of the dietary health benefits of brown rice with active enzymes through educational campaigns. We consider it our mission to provide real health by improving how we eat. To achieve this aim, we hold over 10,000 seminars and cooking classes a year, and operate organic cafes, restaurants, and health food shops.

Our farm in Toya is dedicated to producing the very safest naturally grown produce. We operate strict quality control and storage procedures which are designed to ensure that we bring only the highest quality and healthiest products to our customers. By controlling every aspect from growth to storage and from processing to delivery, we can be confident in our ability to provide safe, high-quality goods that support the pursuit of real health.

Genmai Koso - Our aims

Everything we make is developed and produced with our guiding principle of real health. This principle is founded on a harmonious balance of food (brown rice with active enzymes), movement (moderate exercise) and mind (stability through relaxation). We believe that healthy food is the key element. In modern Japan, the rise in popularity of rich, unhealthy food has led to a steady increase in lifestyle-related diseases.

Eating in a way that comes from nature is essential for healthy lifestyles in Japan and around the world. Genmai Koso is dedicated to real health education and to the spread of products that we truly believe have the potential to bring health and happiness to all.

We've Been Supporting and Providing Real Health since Our Founding in 1971

-Customer Opinions from All Over Japan-

Bringing you the benefits of Genmai Koso and Hi-Genki for over forty years, our products have changed the lives of our customers, who continue to enthusiastically recommend them to the people they care about. In some families, four generations enjoy our products together.

*All ages listed were correct at time of interview

I Never Have To Be Conscious Of Being A Senior Citizen

VOICE!

I can live a full working life while pursuing all my hobbies and going on trips regularly because of a well-balanced diet. I know that Genmai Koso is an essential part of that diet and it's a big part of the reason why I'm sure that my family won't have to worry about my health for a very long time.

Kuniko Itazu (A woman in her sixties) Tokyo

Eating Hi-Genki While I Was Pregnant

I've been eating three bags of Hi-Genki after every meal ever since I got married, and I continued while I was pregnant. My daughter and I are in great health. I could breastfeed her with no problems, and raise her now without getting tired easily. She just turned one, and I want her and the rest of my family to have the health and happiness that Hi-Genki has always given me.

Kanako Kimura (A woman in her twenties) and her daughter Yui
Chiba Prefecture



VOICE!

I Have Lots of Energy For My Work

VOICE!

It's been three years since I started eating Hi-Genki, and I'm still actively working even though I'm 71! It's all because of Hi-Genki. Now, three other members of my family also have Hi-Genki regularly.

Toshio Nakagawa (A man in his seventies)
Shizuoka Prefecture

No Need for Cosmetics

People always say that I look really good and healthy even though I'm not wearing any make-up.

Sumiko Sakamaki
(A woman in her fifties)
Tokyo



VOICE!

Genmai Koso Kept Me Feeling Fine

VOICE!

Despite all the strains and hassle of a week of international travel, I still felt really good, and had a great time because I'd brought some Genmai Koso with me.

Eiko Oosumi (A woman in her fifties)
Tochigi Prefecture



VOICE!

Genmai Koso is a Great Substitute for Vegetables

I've had Hi-Genki With Spirulina for many years. It's great for someone like me who lives alone and doesn't really get enough vegetables in their diet, but who wants to feel healthy and energetic every day. Hi-Genki is definitely a big part of my life.

Yoichi Amano (A man in his forties) Kanagawa Prefecture

We Love Hi-Genki!

VOICE!

I eat Hi-Genki With Spirulina every day with my mom. My friends love it too!

Runa Ito (3 years old) Kanagawa Prefecture

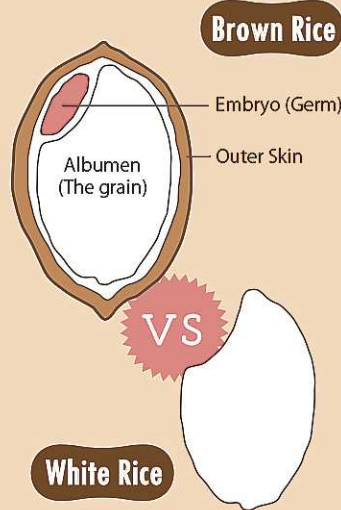
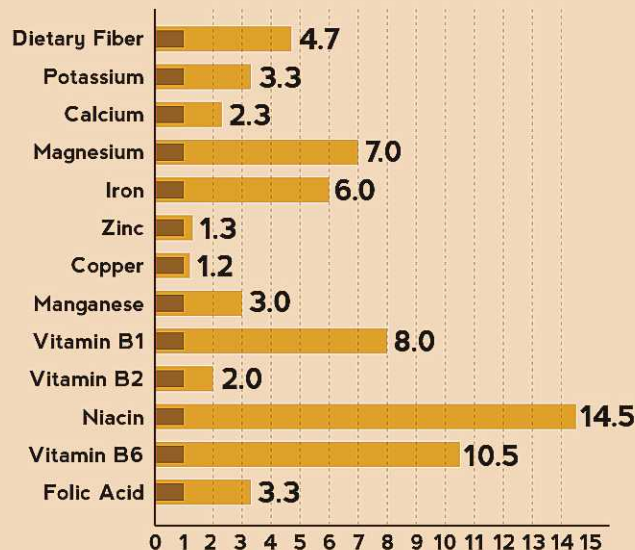


The Real Health Power of Brown Rice

Brown rice has had the chaff removed, but the rice bran (the embryo and the outer skin) has been kept. That's what makes it different from white rice and what makes it so nutritious. Brown rice is packed with vitamins, minerals, dietary fiber and other sources of nutrition. It's an excellent staple food, and has been gaining attention and growing in popularity worldwide.

Why Brown Rice is Much Healthier than White Rice

A lot of the nutritional value of brown rice is removed in the milling process that's used to turn brown rice into white rice. Brown rice contains **twice** the amount of Vitamin B2, **five times** the amount of dietary fiber, and **eight times** the amount of Vitamin B1.



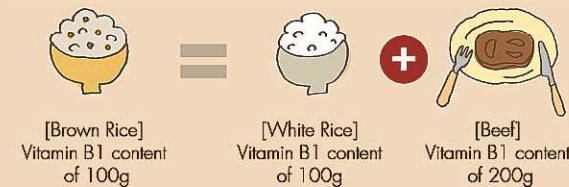
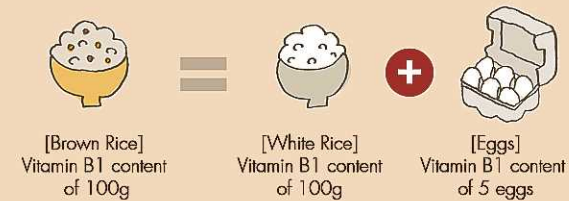
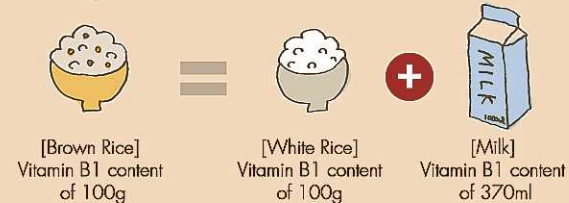
White Rice
Brown Rice
[Equal Amounts]

*Niacin refers to either nicotinic acid or to the total amount of nicotinic acid and nicotinamide, and is also known as Vitamin B3

*Comparative calculations based on nutritional value data taken from the 2010 Japanese Staple Meal Characteristics Table

Example: Vitamin B1

To get the same amount of Vitamin B1 that's in 100g of brown rice, you'd have to add various other foods to 100g of white rice.



Other Major Real Health Benefits Found in Brown Rice

Dietary Fiber (Insoluble)

Arabinoxylan

Inositol

IP6 (Phytic Acid)

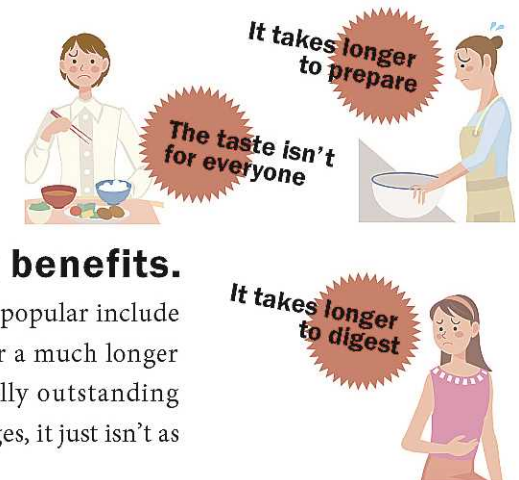
Y-Amino Butyric Acid (GABA)

Ferulic Acid

The Weak Points of Brown Rice

Why brown rice is less popular than white rice, despite the many health benefits.

Other obstacles to brown rice being more popular include the rustic taste and the need to chew it for a much longer time than white rice. Brown rice has really outstanding health benefits, but due to these disadvantages, it just isn't as popular as it should be.



What is 'Genmai Koso'?

Fermented Brown Rice
with *Aspergillus Oryzae*

Genmai Koso products are made of fermented brown rice with *Aspergillus oryzae*. This process gives Genmai Koso the real health benefits of aiding digestion and increasing the number of nutrients you can absorb. *Aspergillus oryzae* has been used for hundreds of years in the production of fermented foods such as miso bean paste and soy sauce.

Convenience

The handy size of granular type Genmai Koso products lets you take them with you wherever you go.

Health with Guaranteed Safety

The raw materials used in Genmai Koso products are strictly quality controlled and are thoroughly checked to make sure they don't have any traces of pesticide or other chemical residue.

The Benefits of Genmai Koso Products

Beauty

Genmai Koso products include brown rice-derived ferulic acid and kojic acid created by natural fermentation. Both of which are important in promoting and maintaining beauty.

High in Fiber

Genmai Koso products contain four times the amount of dietary fiber as burdock root.

Aiding Digestion

Fermentation releases large amounts of various enzymes, vitamin B complex and amino acids.

Enzymes aid in digestion and make nutrients easier to absorb.

Rich in Vitamins and Minerals

Genmai Koso products are rich in Vitamin E, B Vitamins, Magnesium, Zinc, and various other beneficial vitamins and minerals.

Real Health Benefits

Genmai Koso products contain healthy ingredients such as brown rice-derived GABA, phytic acid, and a variety of others.

Nutritive and Low in Calories

Six packets of Genmai Koso Hi-Genki With Spirulina a day only comes to about 88 calories. All Genmai Koso products are low in calories but still have major nutritional value.

Easy to Eat

Genmai Koso granular-type products like Hi-Genki With Spirulina



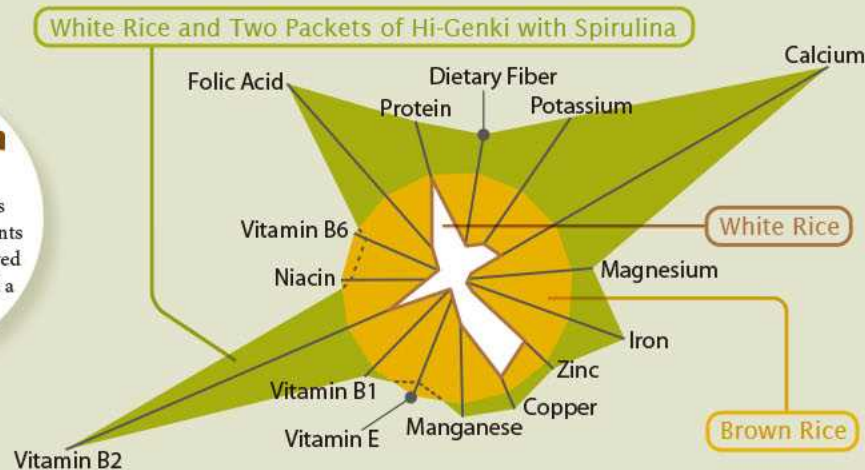
Q How much should I have?

A By having two packets with white rice with each meal, you can get more varied nutrition, but with the same nutritional value you get from eating brown rice three times a day.

Nutritional Comparison

White Rice vs Brown Rice vs

White Rice with Two Packets of Hi-Genki With Spirulina



If eating brown rice with every meal is a bit of a challenge, you can get more nutrition by eating white rice with Genmai Koso rice enzyme products than by eating brown rice alone. As this comparison chart shows, eating white rice with 2 packets of Hi-Genki With Spirulina provides a high nutritional value. Genmai Koso products provide the nutrition that the modern diet tends to lack.

White Rice Brown Rice
A Serving of White Rice with 2 Packets of Hi-Genki With Spirulina

Serving size and brown / white rice nutritional value data taken from the 2010 Standard Tables of Food Composition in Japan

A Simple Demonstration of the Effectiveness of Genmai Koso Active Enzymes

For Anyone Who Wants to Cut Down On How Much They Eat

1 First we place some potato starch gruel in a bowl and harden it a little by adding some hot water.

Potato starch gruel has a very similar starch content to white rice, and by adding water, it now has a similar hardness. We'll use this to represent a major staple of an average meal.



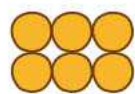
2 Next, we add some Genmai Koso to the mix and stir.



Now we leave it for about three minutes and stir it again.



Genmai Koso has **completely** broken down the starch content of the mixture and reduced it to a liquid-like state. This clearly shows us why Genmai Koso is so suitable for anyone who wants to really limit the negative impact of what they eat.



Nutrients



Enzymes



Easier to Absorb

Enzymes from *Aspergillus oryzae* aid greatly in freeing up nutrients

Enzymes from *Aspergillus Oryzae* Aid in Freeing up and Absorbing Nutrients

Genmai Koso products are made of fermented brown rice with *Aspergillus oryzae*. A wide variety of active enzymes that break down starch and protein are generated in this process. It can be difficult for the body to fully process and absorb the nutrients found in even really healthy food. The special enzymes in Genmai Koso products free up the nutrients and allow your body to get the full health benefits of food.

Foods that are Rich in Enzymes

Fermented Foods

Foods like miso, natto, and pickles contain microbes and active enzymes that produce lactic acid, probiotic natto fungus and *Aspergillus oryzae*.



Miso



Natto



Pickles



Genmai Koso

Raw Foods

Traditional Japanese cuisine safely uses lots of raw foods that are rich in enzymes. This includes daikon radish, which helps in the digestion of sashimi while maintaining the quality of the taste.



Fresh Vegetable Salad



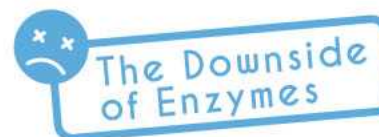
Rice with Grated Yam



Grated Daikon Radish



Freshly Squeezed Juice



The Downside of Enzymes

Enzymes stop working effectively if they're exposed to too much heat, so it's difficult to get the amount you need from regular cooked food.



Enzymes are seriously weakened by heat. They start to become ineffective at 50°C, and they actually die at 70°C. Modern preparation of food relies on a lot of heat, which means that many of our meals lack active enzymes and the health benefits they bring.



Over-processed food and fast food lack enzymes. Modern unhealthy eating habits simply cannot provide you with the enzymes you need for a real health lifestyle.

Genmai Koso - Customer Comment Selection

A slimmer shape

I have Genmai Koso to keep me feeling light and healthy and my stomach has never been so flat!

(A woman in her fifties)



A morning rhythm

I started having Genmai Koso a year ago after reading about it in a magazine article. It became a part of my morning routine very quickly, and helped me to establish a healthy rhythm and regularity.

(A woman in her fifties)



Weight Management

I've started having Genmai Koso to help me get through the third trimester of my pregnancy comfortably. It's going great! It's really good for helping me manage the weight gain. I wish I'd known about Genmai Koso earlier in my pregnancy. I would have had a much, much easier time. I'm a bit of a health nut, and I've tried a lot of similar products, but none of them worked half as well as Genmai Koso. I'm so thankful that I could finally find such a great product.

(A woman in her thirties)



Great for the Morning After

I have to go out to eat and drink regularly with clients and co-workers because of my job. I soldiered through the after-effects by myself for five years. But enough was enough. I started looking for effective hangover cures, and I found Genmai Koso. I feel a lot better now.

(A man in his thirties)



An Important Part of a Beauty Regimen

I always eat Genmai Koso because I know it's an important part of my whole beauty regimen.

It must be the enzymes.
I'll never stop having it.

(A woman in her thirties)



People tell me I'm beautiful!

I've started eating Genmai Koso recently. It's really had a good cumulative effect.

I've been complimented on my looks a lot recently, and I'm looking forward to even more improvements in the future.

(A woman in her sixties)



No problems climbing stairs while carrying heavy things

I'm sixty-five years old, but I can still go up and down stairs carrying heavy things/stuff. When I tell people my actual age, they're speechless for a moment, and then say I look nowhere near sixty-five. Other comments I've heard have been 'glowing' and 'full-of-life'.

I put it all down to having Genmai Koso products so regularly for a long time. I'm so glad I did.

(A woman in her sixties)



A Healthier Way to Eat while Pregnant

I was thinking about better, healthier ways to eat when I was pregnant, and an acquaintance recommended Genmai Koso to me. I've continued having it after giving birth, because it's really quick and easy to have if I'm too busy raising my child to have a proper meal. I know that Genmai Koso helps me make up the nutrition I've missed out on.

(A woman in her thirties)



Genmai Koso is Rich in Dietary Fiber

It's well known that the minimum recommended daily intake of dietary fiber is 20 grams. Recent standard eating habits provide only about 15 grams of dietary fiber per day, leaving a shortfall of 5 grams.

The Dietary Fiber Content of Genmai Koso



Genmai Koso contains about **four times** the dietary fiber content of burdock root

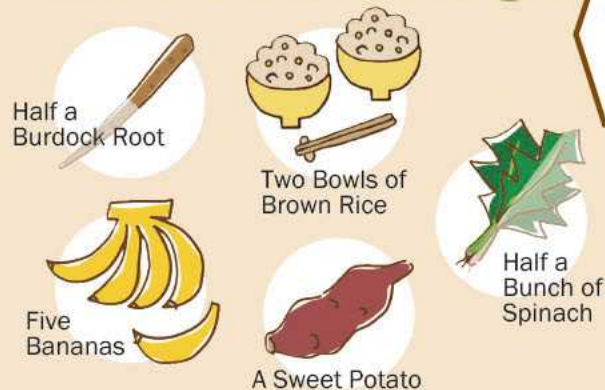
And **sixteen times** the dietary fiber content of brown rice

Dietary Fiber Content of Foods Per 100g

Hi-Genki With Spirulina	22.3g
Burdock Root	5.7g
Brown Rice	1.4g
Banana	1.1g
Spinach	2.8g
Sweet Potato	2.3g

Based on data from the [2010 Standard Tables of Food Composition in Japan]

Making-up the Missing 5g of Dietary Fiber Daily



Or Just Two Packets of Hi-Genki after Each Meal



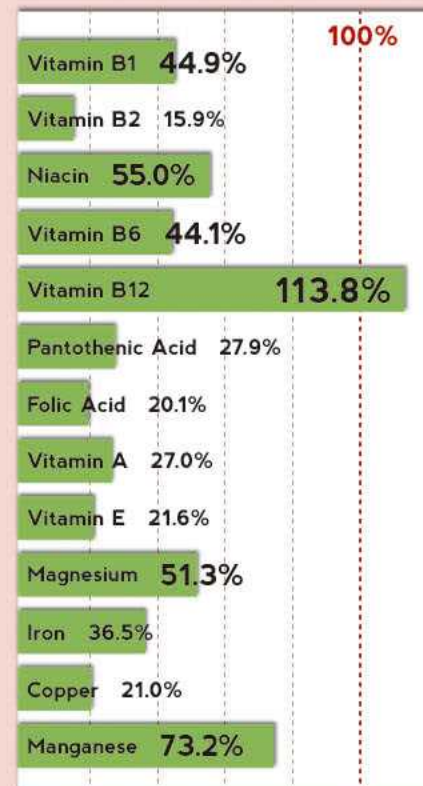
Six Packets of Hi-Genki

Q

How many of my daily nutritional needs can be provided by Genmai Koso?

A

We compared the nutritional content of six packets of Hi-Genki with the standard recommended daily intake.



The left graph shows what percentages of the recommended daily nutritional intake for women aged 30-49 are provided by having six packets of Genmai Koso Hi-Genki With Spirulina a day. Here you can see that Genmai Koso is an excellent and convenient source of nutrients like Vitamin B complex, manganese, and magnesium.

Source: The 2010 Report on Japanese Standard Nutritional Intake

*Standard requirements are derived from the daily recommended minimum

*Standard requirements are based on the intake needs of the statistical majority (97-98% of the population). Individual requirements that fall outside this majority may differ, though they usually do not.

*Standard requirements are defined as a quantity sufficient to maintain a certain fixed nutrient state in a specific group (the statistical majority: 97-98% of the population). However, those outside of the statistical majority also tend to have similar dietary intake needs.

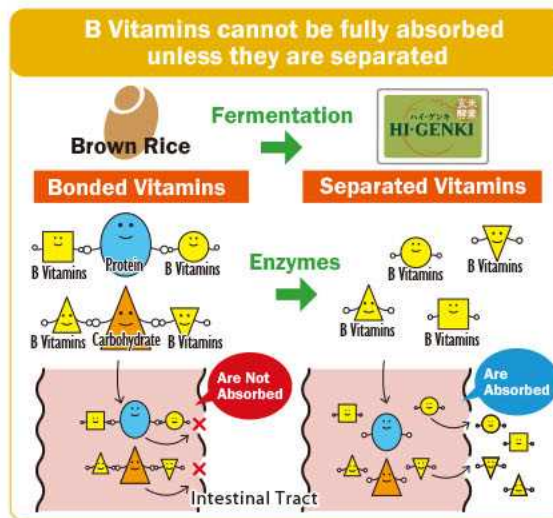
This graph shows what percentages of the recommended daily nutritional intake is provided by six packets of Hi-Genki With Spirulina



You can get **more** B Vitamins and **better** absorption from Genmai Koso than from brown rice alone

The B vitamins found in brown rice are bonded to protein, so they can't be directly absorbed in their pure state. The B vitamins can only be changed into separated vitamins by stomach acid or other enzymes, and are only able to be partially absorbed in the intestines. So, the B vitamins found in brown rice can only be used effectively by your body if you really take the time to chew each mouthful; breaking it down yourself so your body doesn't have to. The research carried out by Professor Ken Tanaka of Ritsumeikan University found that when brown rice is fermented with *Aspergillus oryzae* (as in Genmai Koso products), the number of separated vitamins increases significantly.

Genmai Koso products are an outstanding source of B vitamins, especially for anyone who doesn't like brown rice, or who doesn't have the time to chew each mouthful fifty to a hundred times to get the real health benefits that Genmai Koso provides effortlessly. Your body uses a lot of B vitamins when you play sports or do other strenuous exercise, so Genmai Koso is perfect for anyone who wants a boost for those activities.



Separated B Vitamin Groups that are increased through fermentation (comparing 100g of non-fermented rice bran and brown rice and 100g of fermented rice bran and brown rice)

B2	Biotin	B6	Pantothenic Acid	Niacin
21.2 times more	8.4 times more	5.7 times more	2.5 times more	2.1 times more
100g of non-fermented rice bran and brown rice	100g of non-fermented rice bran and brown rice	100g of non-fermented rice bran and brown rice	100g of non-fermented rice bran and brown rice	100g of non-fermented rice bran and brown rice
6.1mg	0.7mg	31mg	928mg	844mg
100g of fermented rice bran and brown rice	100g of fermented rice bran and brown rice	100g of fermented rice bran and brown rice	100g of fermented rice bran and brown rice	100g of fermented rice bran and brown rice
129.4 mg	5.9 mg	178 mg	2,324 mg	1,786 mg

How to Have Genmai Koso - Part One - Basic Guidelines

The general recommended daily intake.

Hi-Genki (granular type): 3 - 9 packets a day
 Genmai Koso (powder type): 10 - 30 grams(*)
 Hi-Genki with bee pollen: 60 - 120 grains
 Genmai Fine: 15-20 grains

*One teaspoon of Genmai Koso (powder type) is about 5 grams.



For granular and powder type Genmai Koso products, you can place the correct amount in your mouth, and wash it down with water.

*To make it even easier to swallow, drink a small amount of cold or lukewarm water to soften it while it's still in your mouth before washing it down.

If you mix powder and granular type with a salad dressing or natto, you can add it to a salad for a great taste option.



A popular alternative is to dissolve the powder and granular type in fruit juice, vegetable juice, soy milk, etc. Just make sure the liquid you're using isn't too hot.



You can also put the powder and granular type into plain miso soup or regular miso soup after you've eaten the all the fillings. Add sesame seeds to the mix for a really tasty soup.



If you're going to give Genmai Koso to children, the amount has to be adjusted according to their weight. The standard daily allowance is one packet (serving) per day for every 10kg they weigh.



Note Enzymes are extremely sensitive to heat, so take care not to deactivate them by mixing them with boiling water, etc.

Because it's a health food supplement, there's no strict limit on how much Genmai Koso an adult can have in a single day. The recommended daily amount is just a guideline that you can adjust according to your personal health needs.

How to Have Genmai Koso - Part Two – Delicious Genmai Koso Food and Drink Recipe Options

Genki Shake



This tasty shake is recommended for anyone who's looking for a unique and calorie-smart breakfast option.

Ingredients

- Five heaped spoonfuls (30g) of **Genki Soybean 21**
- Three heaped spoonfuls (12g) of **Genmai Koso** (Powder type)
- One level spoonful (4g) of **Genki Raw Sugar**

Directions

- Put all the ingredients into a shaker or large glass with 300ml of water (about 1 and a half cups) and mix.
- Feel free to adjust the amount of raw sugar to taste.

*One teaspoon of Genmai Koso (powder type) is about 5 grams. Please use this as a reference.

*Anyone with diabetes and liver or kidney conditions should be careful not to exceed their daily intake limits of sugar or protein

*The Genki Shake is best drunk as soon as possible after it's made, especially in summer

Ingredients (Serves Four)

- Genmai Koso Plain [Product Number: 63] (20g)
- Walnuts (60g) ■ Dates (3)
- Genki Sugar (1-2 tablespoons to taste)
- Cocoa (1 and 1/2 tablespoons) ■ Cooking Salt (A pinch)
- Water (2 or more teaspoons)

Directions

- 1 Remove the seeds from the dates.
- 2 Put all the ingredients into a food processor and blend until mixed well.
- 3 Put the mixture onto kitchen wrap and make it into a big square shape. Then put it in the fridge to harden.
- 4 When it's hardened enough, take it out of the fridge and cut it into eight square pieces and top with any extra walnuts that are left over.

Choco-Nut Squares



*If you don't have any dates, they can be substituted with 1-2 tablespoons of Genki Sugar

*Choco-Nut Squares are great with brandy or wine

*If you don't have access to a food processor, chop up the walnuts with a kitchen knife and mix together with the other ingredients in a mixing bowl

*Choco-Nut Squares are best eaten as soon as possible after they're made

How to Have Genmai Koso - Part Three – When is the best time to have it?

If you have Genmai Koso when you're feeling hungry, the dietary fiber will give you a feeling of being full. That makes it an excellent choice for anyone who's actively on a diet or just trying to cut down on meal sizes. Lots of our customers have told us that Genmai Koso is excellent at fighting hunger pains and for taking before meals so you won't have the feeling that you want to eat a lot.



Some people have Genmai Koso directly after meals so the enzymes can get straight to work on breaking down what they've just eaten.

Customers' Taste Opinions

I love the taste of Genmai Koso!








I think because it's so compact, it's excellent for food supplies in case of emergency. So I always keep some in my emergency bag.

At first the taste was a bit of an issue, but I knew it was full of nutrients and other good stuff that I needed, so I kept having it. Now I'm totally used to the taste, and I've actually really come to like it.



The Scientific Perspective on Genmai Koso

Nutritional Analysis Table (per 100g)

Product Name	H-Genki Plain	Hi-Genki With Spirulina	Hi-Genki With Reishi	Hi-Genki With Glucan	Hi-Genki With Bifidus
					
Analysis Date	10/25/2011	08/15/2011	03/28/2014	10/25/2011	08/25/2014
Study Number	No. 11093973001-01~02	No. 11070576001-01~02	No. 14026260001-01~02	No. 11093973003-01~02	No. 14082042001-01~02
Energy	405kcal	417kcal	420kcal	415kcal	423kcal
Protein	13.4g	27.2g	25.9g	27.4g	14.3g
Lipid	15.1g	21.4g	22.2g	21.2g	22.4g
Carbohydrates	46.3g	18.0g	16.7g	17.7g	30.6g
Dietary Fiber	15.1g	21.9g	25.0g	21.7g	21.1g
Sodium	6.0mg	54.4mg	32.4mg	36.4mg	6.7mg
Moisture	3.2g	2.9g	1.1g	3.3g	1.6g
Ash	6.9g	8.6g	9.1g	8.7g	10.0g
Calcium	236mg	321mg	335mg	318mg	396mg
Phosphorus	1.57g	1.69g	1.86g	1.77g	2.25g
Iron	5.53mg	11.3mg	11.4mg	11.5mg	7.34mg
Potassium	1.17g	1.89g	1.99g	1.97g	1.79g
Magnesium	658mg	709mg	752mg	722mg	897mg
Manganese	12.4mg	12.2mg	13.3mg	13.1mg	17.0mg
Zinc	4.91mg	5.20mg	5.26mg	5.50mg	5.48mg
Copper	0.49mg	0.70mg	0.79mg	0.76mg	0.50mg
Selenium	5 μg	7 μg	8 μg	6 μg	6 μg
Vitamin A	2 μg	900 μg	858 μg	631 μg	3 μg
Vitamin B1	1.82mg	2.35mg	2.00mg	2.11mg	1.87mg
Vitamin B2	0.62mg	0.91mg	0.88mg	0.94mg	0.65mg
Vitamin B6	2.24mg	2.31mg	2.14mg	2.37mg	2.84mg
Niacin	34.0mg	31.4mg	37.0mg	31.5mg	50.3mg
Pantothenic Acid	6.31mg	6.65mg	4.82mg	6.98mg	6.99mg
Folic Acid	0.13mg	0.23mg	0.24mg	0.21mg	0.22mg
Vitamin B12	0.14 μg	13 μg	9.8 μg	9.7 μg	Not detected
Biotin	34.2 μg	42.2 μg	46.5 μg	46.7 μg	44.1 μg
Vitamin E	7.9mg	6.7mg	6.6mg	5.8mg	10.7mg
Vitamin K1	6 μg	85 μg	95 μg	126 μg	12 μg
Superoxide Dismutase	570 parts per g	600 parts per g	430 parts per g	410 parts per g	860 parts per g
Phytic Acid	3.66g	4.31g	3.93g	4.33g	-

* '-' = Not examined *Vitamin E = α-Tocopherol *Niacin = Nicotinic Acid *Vitamin A = Retinol Equivalent.

■ Nutritional Analysis provided (at our request) by the Japan Food Analysis Center

Academic Research into Genmai Koso

We founded the FBRA scientific research society in 1998, and have initiated and co-operated in research with various academic institutions across Japan. FBRA stands for 'Fermented Brown Rice with *Aspergillus oryzae*', and is the scientific name for Genmai Koso. The members of the FBRA research society have studied how Genmai Koso works, and their findings have been published in papers such as "Scientific Research on FBRA" and "The Merits of Brown Rice Fermented Foods" (Published by the PHP Research Institute).



The Main Members of the FBRA Research Society

- Hiroshi Kobayashi / **Emeritus Professor** Hokkaido University (Former Chairman of the Japanese Cancer Association) **Society Chairman**
- Kenji Tazawa / **Emeritus Professor** Toyama Medical and Pharmaceutical University
- Hideki Mori / **Former President** of Gifu University
- Yoshinari Onishi / **Emeritus Professor** University of Tokushima
- Ikuo Saiki / **Professor** Institute of Natural Medicine, University of Toyama
- Masahiko Tohma / **Emeritus Professor** Health Sciences University of Hokkaido
- Hideki Ishikawa / **Specially-Appointed Professor** Kyoto Prefectural University of Medicine
- Keiko Kataoka / **Professor** University of Tokushima Faculty of Medicine
- Futoshi Okada / **Professor** Tottori University Faculty of Medicine
- Ken Tanaka / **Professor** Ritsumeikan University Department of Pharmacy
- Toshiya Kuno / **Associate Professor** Nagoya City University Graduate School

Frequently Asked Questions

How to Have Genmai Koso

Here we'll answer our customers' most common questions about Genmai Koso. Use this information as a foundation for making the best real health choices for you.

Frequently Asked Question #1

“Is it true that having something like Genmai Koso that has a lot of dietary fiber will leave me feeling bloated and passing more gas than usual?”

Switching to a higher fiber diet can sometimes cause some extra gas and bloating in the beginning. When intestinal bacteria are processing/breaking down dietary fiber, low-odor gases (like carbon dioxide and methane) are released and as dietary fiber absorbs moisture and swells, it can cause a feeling of being bloated. If you feel uncomfortable during the adjustment process, reducing your dietary fiber intake from food little-by-little should limit the issue. As your body gets used to the increase in dietary fiber, it will stabilize and the extra bloating and gas will stop.



Frequently Asked Question #2

“Will my stools become harder if I’m on a high fiber diet?”



When some people switch to high fiber foods like brown rice or beans without having enough liquids, their stools tend to harden. If that does happen, we recommend drinking more water. One of the best options is to have warm water that’s around 43°C (About 109°F) when you get up in the morning or when you feel hungry between meals. Foods that are high in water-soluble fiber such as seaweed, konnyaku, and apples have a stool-softening effect, so we recommend eating them regularly if you’re having this issue. If the problem persists, the best way to deal with it is to reduce your insoluble fiber intake.

Foods High in Insoluble Fiber



Brown Rice



Cereals and Legumes

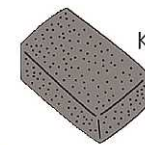
Lettuce, Cabbage, Burdock Root and most vegetables



Mushrooms



Foods High in Water-Soluble Fiber



Konnyaku



Kelp, Wakame, Hijiki, Agar and other seaweeds



Apples and many other fruits

Maintaining a diet balanced in both types of fiber is an essential real health requirement.

Frequently Asked Question #3

“Do I need to have Genmai Koso if I already eat brown rice?”

We absolutely recommend combining a diet that includes brown rice with Genmai Koso. (Here's why.)

It's difficult for your body to digest brown rice properly unless you make the time investment of chewing each mouthful fifty to a hundred times. For anyone who wants all the nutrients in brown rice but doesn't want to go through that lengthy process, Genmai Koso provides all that nutrition (and more) quickly and easily.

Genmai Koso is also a great choice for anyone who doesn't feel that eating brown rice alone has given them the real health benefits they'd expected to see. Many of the B vitamins found in brown rice are bonded with protein and carbohydrates. They can't be separated, meaning your body just can't absorb them well. Our special fermentation process has fully separated the vitamin B groups in Genmai Koso products so you get the full health benefits that they provide.

Frequently Asked Question #4

“How long should I take Genmai Koso to have long-term dietary improvements?”

Genmai Koso provides a lot of instant dietary benefits. If you want to evaluate the long-term benefits, as it's believed that 80-90% of the total cells in your body regenerate every year, we recommend having Genmai Koso regularly for at least a year to see what kind of long-term dietary and health improvements it can provide.

February

10

Frequently Asked Question #5

“Is Genmai Koso suitable for babies and pregnant and breastfeeding mothers?”

Genmai Koso contains folic acid, vitamin B12, calcium, iron and dietary fibers as well as being low in calories, so it's especially suitable and recommended for pregnant, post-partum, and breastfeeding mothers. If you're going to give Genmai Koso to young infants, it's a good idea to begin three months after they've started having baby food and to introduce it to their diet gradually.



Frequently Asked Question #6

“Can I have Genmai Koso if I'm on medication, and would it affect when I take it?”

Unless your doctor has told you not to have brown rice, *Aspergillus oryzae* or any of the other ingredients of Genmai Koso products, (fully listed on our packaging or in this product guide), there are no issues if you're on medication. Genmai Koso is a health food supplement, so you can have it whenever you like, and take your medication as usual. If you still have any concerns please consult your (family) doctor.

As with any change in diet or when starting a new dietary supplement, consult a qualified healthcare professional prior to use if you have any allergy or health concerns.

Genmai Koso Product Line-up

There are three main types of Genmai Koso health supplement products. Granular, powder, and tablet. Although they're known collectively as Genmai Koso, the granular and tablet type are referred to at retail as Hi-Genki, and the powder type is known simply as Genmai Koso. [All prices listed include sales tax]

Hi-Genki Conveniently packaged and sized; choose a granular or tablet type according to your health and lifestyle needs.



A Taste for Everyone

[Product Number:11]

Hi-Genki Plain (Granular) 3.5g X 90 packets

Recommended Retail Price: **4,320円**

Genki Members Price: **3,672円**

This is the basic form of Genmai Koso, where brown rice and rice bran have been fermented with *Aspergillus oryzae*. The classic aroma and full nutritional benefits of brown rice make this a great choice for anyone who wants everyday health to taste really good.

*Hi-Genki Plain is made on production lines that also make products that contain soybeans.

Rice Bran Brown Rice Aspergillus Oryzae Calcium



Our Most Popular Product

[Product Number:20]

Hi-Genki With Spirulina (Granular) 3.5g X 90 packets

Recommended Retail Price: **5,184円**

Genki Members Price: **4,406円**

Brown rice and rice bran have been fermented with *Aspergillus oryzae* with added soybeans and spirulina (the same type of algae as chlorella but with thinner cell walls that make it easier to absorb the rich nutrients like beta-carotene and B vitamins). It's especially recommended for anyone who finds it difficult to get enough vegetables in their diet.

Rice Bran Brown Rice Soybeans Aspergillus Oryzae Calcium Spirulina



Lifeline for a Demanding Lifestyle

[Product Number:31]

Hi-Genki With Reishi (Granular) 3.5g X 90 packets

Recommended Retail Price: **10,368円**

Genki Members Price: **8,812円**

Brown rice and rice bran have been fermented with *Aspergillus oryzae*, with added soybeans, spirulina and reishi mushrooms (a member of the *Ganoderma lucidum* family). Reishi have been prized in traditional Chinese medicine since ancient times due to their rarity and ability to maintain a high standard of health and endurance. This premium product is especially recommended for anyone who wants to bring real health to a demanding lifestyle.

Rice Bran Brown Rice Soybeans Aspergillus Oryzae Calcium Spirulina Reishi



Supporting Your Body's Natural Strength

[Product Number:41]

Hi-Genki With Glucan (Granular) 3.5g X 90 packets

Recommended Retail Price: **10,368円**

Genki Members Price: **8,812円**

Brown rice and rice bran have been fermented with *Aspergillus oryzae*, with added soybeans, spirulina and glucan (concentrated four-mushroom extract: Reishi, Cordyceps, Maitake, and Shiitake). The presence of glucan makes this premium option an excellent choice for anyone who wants the concentrated real health benefits of specially selected mushrooms.

Rice Bran Brown Rice Soybeans Aspergillus Oryzae Calcium Spirulina Glucan



Feel Refreshed Everyday

[Product Number:45]

Hi-Genki Bifidus (Granular) 3.5g X 90 packets

Recommended Retail Price: **10,368円**

Genki Members Price: **8,812円**

Brown rice and rice bran have been fermented with *Aspergillus oryzae*, with added *Lactobacillus bifidus* and oligosaccharide. Dietary fiber, *Lactobacillus bifidus* and oligosaccharide provide real health support for your healthy eating habits.

*Hi-Genki Bifidus is made on production lines that also make products containing soybeans.

Rice Bran Brown Rice Aspergillus Oryzae Calcium Lactobacillus Bifidus Oligosaccharide



Especially Beneficial for Growing Children and Women Over Forty

[Product Number:51]

Hi-Genki With Bee Pollen (Tablet) 200g

Recommended Retail Price: **5,184円**

Genki Members Price: **4,406円**

Brown rice and rice bran have been fermented with *Aspergillus oryzae*. Soybeans and bee pollen are added. The abundance of valuable nutrients found in bee pollen such as vitamins, minerals and amino acids are excellent for promoting the healthy development of growing children, and the pleasantly sweet taste means it's something good for them that they'll actually really enjoy. Hi-Genki With Bee Pollen is also considered to be helpful in maintaining a healthy hormonal balance, making it a good option for women over forty who may be facing that issue. The great flavor and tablet form of this product make it a quick and easy option for anyone who wants real health to taste sweet.

Rice Bran Brown Rice Soybeans Aspergillus Oryzae Calcium Pollen

*Bee pollen may cause an allergic reaction in a small percentage of the population. Please consult a licensed healthcare professional if you have any allergy concerns.

Submitted to Exacting Inspection Standards - The Quality of Safety

Genmai Koso and Hi-Genki both received the JHFA food safety certification mark awarded by the Japan Health and Nutrition Food Association.



This mark is given only to products that pass the strict inspections and meet the exacting standards laid down by that organization. (Due to their relatively recent development, Hi-Genki C, Genki Soybean 21, and Genki Plus have not yet been tested at time of writing.) Our production plant received ISO9001-certification, the international standard of quality control, in 2000.



Always Providing You with the Safest and Highest Quality Products

We carry out the strictest inspections and operate the highest levels of quality and safety management. By controlling and being fully aware of every aspect from growth to storage and from processing to delivery, we can be fully confident in our ability to provide safe, high-quality goods that support your real health needs.

Safety in Manufacturing



Production Plant and Central Research Center

We are always striving to improve the excellence of our products and provide the very highest standards possible. To help us with this goal, we established a combined production plant and research center 50 minutes by car from Sapporo in 1985. In 2000, we became the very first health food company in Hokkaido to receive ISO9001 certification. The magnificent natural beauty and fresh, clean air that surrounds this facility is a constant inspiration to provide our customers with the same purity and excellence in our products.



Koken Co., Ltd. (Genmai koso Group) Managing Director Shigenobu Dohmi



Our facility has two main aspects; quality control and product research and development. We conduct various in-house and joint research projects at universities across Japan so that we can bring our customers the very finest new products. Our focus on consistency and quality control in our products and manufacturing processes leads us to constantly seek out potential refinements. We go forward as a work force united in our love of providing our customers with fantastic ways to find real health in their everyday lives.

Product Safety

- Genmai Koso and Hi-Genki were the first fermented food products in Japan to receive the JHFA (Japan Health and Nutrition Food Association) certification mark after meeting their very exacting and comprehensive standards.



- Our quality control systems have been evaluated and approved of internationally by passing the strict inspection process of the ISO9000 series, and being awarded their globally-recognized and respected certification.

The ISO (International Organization for Standardization) is an international non-governmental organization founded in 1947 and headquartered in Switzerland. The ISO is active in over 160 countries. The organization is independent and provides the world-class level guarantees of safety and performance through their certification process for companies, groups or individuals that have requested their services, ensuring that customers can purchase their products or services with total peace-of-mind. ISO works for the good of all consumers.



- External and Internal Inspections are Conducted on a Regular Basis
Even after receiving ISO9001 certification, we conduct internal audits and have outside/external inspections by third-party organizations on a regular basis so that we can be sure to continue to meet the ISO standards.

- No Residual Agricultural Chemicals or Pesticides Have Ever Been Detected
The main raw materials of Genmai Koso (brown rice, rice bran and soybeans) are thoroughly checked under the 'Positive List System' of Japan to ensure that they don't have any traces of pesticide or other chemical residue.

- We do not use any colorings or preservatives.

Safety of Our Raw Materials

Our Dedicated Contract Farmers



Hitoshi Hayakawa

I always want to make sure that the food I make is safe. And I'm always trying my best to grow the kind of rice that makes people say 'That's delicious!' every time.

Our soybeans are grown in Ashoro town in Oyoichi, where the temperature can get very hot and very cold. The raw power of nature and strength it takes to thrive in this kind of environment are held in the beans our family grows.



Mr. & Mrs. Sato



Kumazaki Takahisa

In the beautiful and nature rich village of Shin Shinozu in Hokkaido, I put all my efforts into my organic farming.



I work every day to provide the most delicious rice filled with all the blessings of Hokkaido's wonderful soil.

Toshiharu Miyamoto

Genmai Koso Powder Type

Many of the same benefits of Hi-Genki, but at a lower price, and with the added resource-conservation benefits of a refill option (product quantity and prices of refills are the same as the canned units).

Powder type is especially recommended for the following people

- Anyone who prefers to dissolve Genmai Koso in drinks or soup
- Anyone who intends to mainly have Genmai Koso at home
- Anyone who wants an even more affordable real health option

A Taste for Everyone



[Product Number:63]

Genmai Koso Plain

(Powder) 370g

Recommended Retail Price: 4,104円

Genki Members Price: 3,488円

This is the basic form of Genmai Koso, where brown rice and rice bran have been fermented with *Aspergillus oryzae*. The classic aroma and full nutritional benefits of brown rice make this a great choice for anyone who wants everyday health to taste really good.

*Hi-Genki Plain is made on production lines that also make products containing soybeans.

Rice Bran Brown Rice Aspergillus Oryzae Calcium

Compensates for a Diet Lacking in Vegetables



[Product Number:72]

Genmai Koso With Spirulina

(Powder) 370g

Recommended Retail Price: 4,968円

Genki Members Price: 4,222円

Brown rice and rice bran have been fermented with *Aspergillus oryzae*, with added soybeans and spirulina (the same type of algae as chlorella but with thinner cell walls that make it easier to absorb the rich nutrients like beta-carotene and Vitamin B complex). It's especially recommended for anyone who doesn't get enough vegetables in their diet.

Rice Bran Brown Rice Soybeans Aspergillus Oryzae Calcium Spirulina

Lifetime for a Demanding Lifestyle



[Product Number:83]

Genmai Koso With Reishi

(Powder) 370g

Recommended Retail Price: 10,512円

Genki Members Price: 8,629円

Brown rice and rice bran have been fermented with *Aspergillus oryzae*, added soybeans, spirulina and reishi mushrooms (a member of the *ganoderma lucidum* family); rare and prized in traditional Chinese medicine since ancient times. This premium product is especially recommended for anyone who wants to bring real health to a demanding lifestyle.

Rice Bran Brown Rice Soybeans Aspergillus Oryzae Calcium Spirulina Reishi

Genmai Fine

Genmai Koso in tablet form; specially designed to be easy to chew, and have a sweet taste

[Product Number:92, 93]

Genmai Fine With Young Barley Leaves / Genmai Fine With Cocoa

(Tablet) 150g

Recommended Retail Price: 2,160円

Genki Members Price: 1,836円

A fermented brown rice product made from the finest Hokkaido brown rice, rice bran and either young barley leaves or cocoa. This product also contains oligosaccharide, a great source of nutrition.

*Hi-Genki Plain is made on production lines that also make products that contain soybeans.

[Genmai Fine With Young Barley Leaves]

Rice Bran Brown Rice Aspergillus Oryzae Calcium Oligosaccharide Barley Verdure

[Genmai Fine With Cocoa]

Rice Bran Brown Rice Aspergillus Oryzae Calcium Oligosaccharide Cocoa



Genki Daizu 21

Powdered Soybean With Added Calcium
Perfect for Cooking or Turning Into Soy Milk

[Product Number:102] Genki Daizu 21 (Powder) 450g

Recommended Retail Price: 4,104円

Genki Members Price: 3,488円

Soybeans from Hokkaido are ground to a fine powder using our own unique method, and calcium is added. This product has all the benefits of soybeans like soy isoflavone, but without the distinctive smell that some people dislike.

* Soybeans have not been genetically modified.

Soybeans Calcium



This mark is awarded to products that are entirely made from materials that were grown in Hokkaido.



Hokkaido Food Hygiene Self-management Certification
Certification Number: 01-00082

Hi-Genki C

A Perfect Vitamin C Supply

[Product Number:1011] Hi-Genki C (Granular) 1.2g X 60 Packets

Recommended Retail Price: 2,592円 Genki Members Price: 2,203円

We created this dried and concentrated granular Vitamin C supplement from lemon juice and acerola juice. It provides all the benefits of Vitamin C in a handy little packet that's really easy to have on-the-go.

Acerola Fruit Juice Lemon Juice Oligosaccharide



Genki Members

This system allows registered members to purchase Genmai Koso at a 15% discount.

- After paying a one-time registration fee of 2,000円, customers can receive a 15% discount on orders over 40,000円 at the recommended retail price. (All listed prices include sales tax)
- The Genki Members system is intended only for registered customers to purchase Genmai Koso products for private use. Resale of discounted items is prohibited.
- If you'd like to be registered as a Genki Member, please contact your nearest branch office for information on participating stores that will have registration materials available.

The Genmai Koso Group

An Introduction to some of our Facilities and Initiatives that Provide and Promote Real Health and Positive Eating Habits and Nutrition



Nourishment for Mind and Body Relaxation and Learning Center

Toya Health Retreat

Built on a hill overlooking the Lake Toya National Park in 1988, the Toya health retreat serves all-organic cuisine made from locally-sourced vegetables and brown rice. This mind and body learning center offers a hot spring spa, high-quality accommodation, healthy-living training facilities, and a gallery that hosts a permanent art collection.



JAS (Japan Agricultural Standards)
Certified Organic Farm



Toya Natural Farm

Absolutely following the philosophy that 'the healthiest food comes from the soil alone', our farm in Toya has been dedicated to growing the safest and highest-quality produce since it was founded in 1991. Our farm utilizes time-honored traditional farming methods that were in use before the modern reliance on factory farming compromised the safety and quality of the food we eat.



Ryougoku Ecolo Building (Tokyo)

The central hub of our efforts to promote real health, The Ecolo Building is a modern 6-storey learning, dining and information center lined with bincho-tan white charcoal. This facility is dedicated to providing the finest organic products, information, training and seminars on food, beauty, and health, and everyone's welcome to take part.

Shinsaibashi Message Building (Osaka)

This is a community-focused education and discussion space that strives to contribute to the real health of the local area with high-quality organic products and cuisine. On the first floor we sell and provide information about a variety of organic health products and foods like Genmai Koso Hi-Genki. The café on the second floor serves highly-nutritious organically grown cuisine.



Message Building 1F

GENKI SHOP

TEL.06-4704-4810



Ecolo Building (1st Floor)

Natural food specialty store

Genki Club

TEL.03-3632-5533

Here we sell selected high-quality organic products with a focus on locally-sourced goods or materials that are good for your body and completely healthy.



Ecolo Building (2nd Floor)

Natural food restaurant

Genki Tei

TEL.03-3632-3933

Here we serve a delicious menu with a focus on brown rice, fully planned and supervised by our in-house natural food cooking school.



Ecolo Building (3rd Floor)

Natural food cooking school

Ecolo Cooking School

TEL.03-6832-2345

This organic cooking classroom aims to spread the benefits of real health by teaching participants how to prepare high-quality natural food options at home.

Production Plant and Central Research Center

We are always striving to improve the excellence of our products and provide the very highest standards possible. To help us with this goal, we established a combined production plant and research center in 1985. Located about 50 minutes away from Sapporo; the magnificent natural beauty and fresh, clean air inspire us to provide our customers with the same purity and excellence in our products.



Message Building 2F

GENMAI CAFE

TEL.06-4704-4811