

< Fontaine's Project to Restore Beautiful Forests >
Aderans receives the FY 2024
Shizuoka Future Forest Supporter Governor's Award
for its red pine reforestation effort in the Prefectural Forest Park
- Recognizing the company's ongoing environmental activities -

Aderans Co., Ltd. (Head Office: Shinagawa-ku, Tokyo, Japan; Representative Director and President: Hiromasa Suzuki), promoting the wellness business of hair, beauty, health, and medical care on a global scale, is pleased to announce that the Shizuoka Prefectural Government has presented Aderans with the FY 2024 Shizuoka Future Forest Supporter Governor's Award, in recognition of our initiative since 2019 to help restore a red pine forest in Shizuoka Prefectural Forest Park. An Aderans representative attended the awards ceremony at the Shizuoka Prefectural Government Office on Wednesday, October 23, 2024.

The Shizuoka Future Forest Supporter system aims to promote corporate and organizational engagement in reforestation as part of their efforts for social contribution. Since launched in FY 2006 by the Prefectural Government, the program has attracted 61 participating companies to date. In FY 2018, the Shizuoka Future Forest Supporter awards program was established, aiming to honor companies and organizations that have contributed to reforestation for many years, as well as to encourage their further efforts.

In 2009, we launched the "Fontaine Green Forest Campaign (currently called the 16th Fontaine Thanks Wig Campaign: Green Forest Project for the Future)," a program to promote ecological cycles by linking the collection of customers' wigs that are no longer used with environmental conservation. We have collected over 100,000 wigs to date. As part of this campaign, in 2019, we added the activity in Shizuoka Prefectural Forest Park to restore its red pine forest.

The Governor's Award, presented to a company/organization whose achievement sets an example for others, recognizes our long-time efforts for greening and environmental protection. As a representative of Aderans, Minoru Suzuki (Director and Executive Officer in charge of the Domestic Business Group) attended the awards ceremony and received a certificate of commendation.

< Comment from Minoru Suzuki >

As we prepare the ground and plant seedlings every year, we witness the growth of the red pine trees planted in previous years. These growing trees remind us that continuing steady efforts is essential in fulfilling our corporate social responsibility. Participating employees also say they are proud of being part of this wonderful activity. We would like to continue our support to restore the beautiful red pine forest. Aderans is committed to ongoing efforts for environmental conservation, aiming to pass on Japan's beautiful nature to future generations.



From left: Mr. Hiromi Ikegaya (Director of Community and Environmental Affairs Department, Shizuoka Prefectural Government) and Minoru Suzuki (Director in charge of the Domestic Business Group)

■ Aderans' Tree-Planting Activities

Aderans has organized the “Fontaine Green Forest Campaign” since 2009. This is an environmental initiative to use part of the sales from customers, who cooperate in the collection of used wigs during the campaign period, for planting seedlings. As part of this campaign, in April 2019, we signed the “Shizuoka Future Forest Supporter Agreement” with the Shizuoka Prefectural Government and Tuvalu-forest Corporation (Head Office: Shibuya-ku, Tokyo, Japan; Representative: Kota Mishima), and have become the first private company to cooperate in the Japanese red pine reforestation project in Shizuoka Prefectural Forest Park.



About Our Activities in Shizuoka Prefectural Forest Park

Period: 2019 -

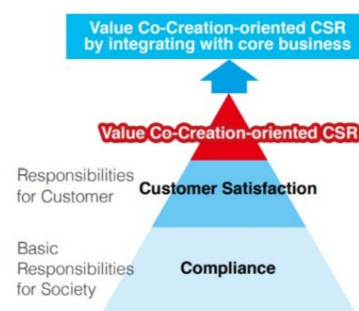
Location: Hamamatsu City, Shizuoka Prefecture

Description: Shizuoka Prefectural Forest Park has been loved by locals as a natural landscape mainly consisting of Japanese red pine trees, and is also recognized as a habitat for rare species, having been selected by the Ministry of the Environment as an “Important Satochi-Satoyama (Rural Landscape) for Biodiversity Conservation.” However, due to the Great East Japan Earthquake in 2011, it became extremely difficult to secure helicopters for the aerial spraying of chemicals to control pine beetles, resulting in a drastic increase in the damage caused by the insects. The number of Japanese red pine trees in the pure forest of the Park decreased to about 1/3 compared with a decade earlier. In response, we have decided to take part in the reforestation project of the Park as its first corporate partner. To date, we have planted a total of 550 seedlings in the area covering 4,900 m².



■ Aderans' CSR Activities

In the CSR initiatives of the Aderans Group, we have been further deepening and expanding activities with social value, aiming to achieve healthy and lasting corporate growth based on the trust of customers and society. We have been promoting these activities as “value co-creation-oriented CSR by integrating with core business.”



■ Aderans' Initiatives for the SDGs

As a global company, the Aderans Group is committed to actively addressing various global issues mentioned in the SDGs and to solving social problems through its business activities, striving to help build a sustainable society and to achieve sustainable growth.



Aderans Co., Ltd. supports the Sustainable Development Goals (SDGs).

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