

**< Aderans' activities for CSR and the SDGs >**  
**Aderans co-sponsors the 2022 Cancer Fitness Academy**  
**hosted by Cancer Fitness, an organization to**  
**support cancer patients through exercise**

**A lecture by Aderans "Preparation: What you can do before hair loss" scheduled in May**

Aderans Co., Ltd. (Head Office: Shinjuku-ku, Tokyo, Japan; Group CEO, Representative Director and President: Yoshihiro Tsumura), promoting the wellness industry of hair, beauty, and health on a global scale, will co-sponsor the 2022 Cancer Fitness Academy. This program for cancer patients and survivors is hosted by Cancer Fitness (Minato-ku, Tokyo, Japan; Representative Director: Manami Hirose) and will start on Saturday, April 16, 2022. At a special session of the program in May, Mineko Kobayashi (CS Education Department, Aderans) will give a lecture titled "Preparation: What you can do before hair loss."

Cancer Fitness provides support to cancer patients and survivors through exercise (fitness), aiming to help reduce their physical and mental strains caused by treatments, to improve their quality of life (QOL), and to help them return to social activities. Aderans also strives to help enhance QOL of people who are troubled with changes in appearance (e.g., hair loss, changes in nail color and skin tone), by providing medical wigs that meet the requirements of a specified Japanese Industrial Standard (JIS) and developing in-hospital hair salons. Based on this shared goal of supporting cancer survivors, we started collaborating in 2017. For example, we offer our meeting rooms as venues for the exercise programs and seminars hosted by Cancer Fitness. We also co-hosted Cinderella Afternoon parties, where we provided cancer survivors with opportunities to try wigs on.

The 2022 Cancer Fitness Academy aims to help cancer patients learn how to improve their health and physical strength in order to enhance their lives after treatment. This one-year program will provide essential information and knowledge for people who are about to receive or currently receiving chemotherapy, as well as those who are scheduled to start treatment. The program will have various specialists as instructors, including a hospital director, physicians, and a registered dietitian. In the 2017 Academy, we also offered a lecture titled "Tips for turning your hair problems into your charm," which was extremely well received. This year, the Aderans lecture will be offered under the title "Preparation: What you can do before hair loss."



**An event and a seminar co-sponsored with Cancer Fitness  
in 2019 (left) and 2017 (right)**

■ **Comment from Ms. Manami Hirose**  
(Representative Director, Cancer Fitness)



<Profile>

After graduating from Shirayuri University, she served as a board member of a medical corporation Kyoeikai and the representative of Create Smile. In 2008, she was diagnosed with breast cancer. Then, after serving as the representative of the Breast Cancer Fitness Club, she founded a general incorporated association Cancer Fitness in 2014. She has a number of qualifications including Japan Fitness Association Certified Instructor and Moving for Life (an exercise program for cancer patients) Certified Instructor.

➤ **About the Collaboration with Aderans**

Appearance care plays a key role in cancer patients' daily lives. In particular, the members of Cancer Fitness are mostly females in their 40s to 60s, who have a strong interest in appearance including wigs. Thanks to the opportunities to collaborate with Aderans at several events, we have witnessed many people regain their confidence and smile more by wearing a wig. These events have brought joy to many participants, and I am grateful for our collaboration.

➤ **About This Year's Cancer Fitness Academy**

This year, we will focus on providing essential information for patients who are about to start treatment, mainly chemotherapy. Also, since many patients struggle with late effects even after the treatment ends, we would like to provide better post-treatment support as well. We play a vital role by providing opportunities for participants to directly learn from, ask questions to, and consult different experts.

■ **Comment from Chieko Sakaiya (project leader)**  
(Medical Business Department, Aderans, Co., Ltd.)



<Profile>

She joined Aderans in 1981 and currently works at the Medical Business Department. In April 2009, cancer was found through a screening test when she was 50. June 2022 will mark her 13th anniversary since she had surgery. She has had two surgeries (mastectomy for the right and breast-conserving surgery for the left), chemotherapy, radiation therapy (left breast), and hormone therapy (for 10 years). Based on her experience at a Cancer Fitness class, she has designed a collaborative program with Aderans and currently leads this project.

➤ **How the Collaboration with Cancer Fitness Started**

I am a breast cancer survivor. A screening test detected cancer in 2009, and I continued working while also receiving treatments. The side effects and late effects of the treatments had been difficult both for my mind and body. I had to go through pain after the surgeries, fatigue during the chemotherapy, as well as joint pain and numbness in the limbs because of the hormone therapy, all of which affected daily life and therefore depressed me. That was when a friend of mine introduced Cancer Fitness, and I immediately decided to join the program. Once the class started, an instructor would ask each participant how she was doing, physically and mentally, and help students' movement during the exercise. As the program went on, it gradually became easier to move my shoulders and wrists without pain, which then made my daily life easier and enabled me to have a positive perspective. Based on this experience, I thought it would be nice to help cancer patients like myself live and enjoy their lives. I proposed a collaborative program in the company, which has developed into the Cancer Fitness Academy.

## ➤ Commitment to This Project

I focus on ensuring that patients feel safe and comfortable when they are in the program, supporting them as my peers supported me back then. As an Aderans employee, I would like to bring smiles to the faces of cancer patients with hair problems. I am committed to listening attentively to patients' concerns about hair problems due to chemotherapy, other treatments, and late effects; as well as providing as much support as I can while using all the knowledge, skills, and experience of Aderans and myself.

## ■ Overview of the 2022 Cancer Fitness Academy

Dates : April 2022 to March 2023

Venue : Online (via Zoom)

Host : Cancer Fitness

Fee : 2,200 yen per session (for non-members) \*A discount is available to Cancer Fitness members.

Targets : The program is open to all cancer patients, cancer survivors, and their families.

Participants do not need to be Cancer Fitness members.

Website : <http://cancerfitness.jp/healthcare-academy/> (in Japanese)

\* Please check this website for the latest information.

## < 2022 Healthcare Academy: Program Calendar (scheduled) >

		Title
April 16	10:00 - 12:00	Cancer rehabilitation: Tips for exercising safely
May 14	10:00 - 12:00	Mental health care for cancer patients: Bringing out your strength to overcome
May 28	10:00 - 12:00	Free seminar on appearance care for chemotherapy “Preparation: What you can do before hair loss,” presented by Aderans
June 4	10:00 - 12:00	Managing your physical strength during cancer treatment: How to do fitness self-assessment
		Preventing leaks: Pelvic floor care and exercises
July 9	10:00 - 12:00	Life with chemotherapy: Preparing yourself before the treatment starts
August 6	13:00 - 15:00	Fatigue caused by cancer treatment: Coping strategies and aerobic exercises
September 10	10:00 - 12:00	The American College of Sports Medicine Guidelines for Exercise and Cancer
October 16	10:00 - 12:00	How to empower yourself as a patient
November 13	10:00 - 12:00	Assertion training: Learning how to tell what you want to tell
December 10	13:00 - 15:00	Brain training and cognitive training by a psychiatrist
January 14	10:00 - 12:00	Palliative care from the beginning of the treatment: How to cope well with cancer
February 11	10:00 - 12:00	Peripheral neuropathy: Management and exercise therapy
March 11	10:00 - 12:00	How to manage your nutrition: Tips for cancer patients

\* The program may be subject to change. We would appreciate your understanding.

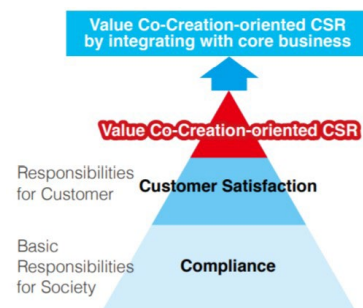
\* The details of each session will be posted on the program website as the information becomes available.

## ■ About Cancer Fitness

Representative : Manami Hirose (Representative Director)  
Head Office : 7-21-6 Roppongi, Minato-ku, Tokyo, Japan  
Established : June 10, 2014  
Main activity : Support for cancer patients and cancer survivors through exercise  
Website : <http://cancerfitness.jp/> (in Japanese)

## ■ 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).

## < Aderans' Initiatives for Patient-Centered Products and Services >

### ■ Launch of the Medical Wig Brand “Raфра®” and Its Conformity to JIS

Raфра® is Aderans' medical wig brand, launched in 2005, for customers with delicate hair problems because of illness and its treatment. Based on three “Gentles” (gentle products, gentle customer services, and gentle environment), we provide thorough support throughout their recovery process. We have declared that all of the Raфра® products conform to JIS S 9623 (a national standard for medical wigs) based on JIS Q 1000.



For more information on our medical wig Raфра®:

<https://www.aderans.co.jp/medicare/lineup/concept.html> (in Japanese)

The image on the right is the JIS mark for medical wigs, certified by Japan Hair Association.



### ■ Requirement for Service Staff to Take Medical Care Seminars by External Instructors

Since the launch of Raфра®, we have been requiring all service staff members to take training on customer service in medical care, provided by external instructors, aiming to build a system that enables patients to use medical wigs safely and comfortably. As of August 2021, a total of 1,419 employees have taken the training and now leverage the accurate knowledge, including various health conditions and causes of hair loss, to provide support to patients with sensitive issues.

## < Media Inquiries >

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