

< Press Release >

**Aderans**

## Enhancing a support system for cancer patients in appearance care Meiji Yasuda Life Insurance and Aderans begin a partnership

—Offering medical wigs at special prices for Meiji Yasuda Life Insurance customers—



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, has formed a partnership with Meiji Yasuda Life Insurance Company (Head Office: Chiyoda-ku, Tokyo, Japan; President: Hideki Nagashima) to offer our medical wigs and other products at special prices to the customers of Meiji Yasuda Life Insurance. It aims to enhance a support system for cancer patients and to support their quality of life (QOL) through medical wigs. The offer will start in June 2022.

Since 2005, Aderans has been offering Rafra®, the medical wigs for people with delicate hair problems caused by illness or treatment. These products reflect our focus on the improvement of patients' QOL as well as our commitment to corporate social responsibility (CSR). Since the establishment of a national standard for medical wigs (Standard Number: JIS\* S9623) in April 2015, it has become easier for medical wig users to purchase products that meet the clear standard. This change is expected to improve the QOL of many patients.

\*JIS: Japanese Industrial Standards

We are also strengthening cooperation with insurance companies to build a support system for cancer patients in appearance care. Through this new partnership with Meiji Yasuda Life Insurance, we strive to provide a wide range of support to cancer patients as well as to further enhance their QOL. In the partnership, we will offer our medical wigs and other products at special prices to the customers of Meiji Yasuda Life Insurance.

In June 2022, Meiji Yasuda Life Insurance will expand its exclusive services for the members “Wellness for All Services,” including the addition of new healthcare services for women. The partnership with Aderans is part of this expansion. For more details on “Wellness for All,” please visit the following websites of Meiji Yasuda Life Insurance.

In Japanese: <https://www.meijiyasuda.co.jp/enjoy/ld/kenkatsu/>

In English (summary): <https://www.meijiyasuda.co.jp/assets/pdf/english/sustainability/WellnessforAllProject.pdf>

### ■ Special Offer for Meiji Yasuda Life Insurance Customers: Overview

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| Description | : Aderans will offer its medical wigs and other products at special prices to Meiji Yasuda Life Insurance policyholders, insured people under its policies, and policyholders' families (within the second degree of kinship). |
| Features    | : (1) A private room is available for consultation and wig fitting.<br>* Please make a reservation by phone in advance.<br>(2) For your convenience, designated staff can also visit your home or hospital.                    |

Available products: Custom-made medical wigs

Ready-made medical wigs

\* Please feel free to contact our staff on other items.

Offer available at : Aderans, Ladies' Aderans, and Aderans' in-hospital hair salons nationwide

Offer starts in : June 2022 (phone reservations through the following toll-free number)

Application : Please make a phone reservation first. (Phone: 0120-28-9696)

\* Note: This number is for customers in Japan only. At the time of reservation, please inform the operator that you are (or your family is) a Meiji Yasuda Life Insurance customer.

Website : [https://www.aderans.co.jp/medicare/?utm\\_source=hp&utm\\_medium=link&utm\\_campaign=meiji yasuda](https://www.aderans.co.jp/medicare/?utm_source=hp&utm_medium=link&utm_campaign=meiji yasuda)  
(in Japanese)

### ■ About Raфра®, Aderans' Medical Wig Brand

Raфра® is our medical wig brand launched in 2005 to help people with delicate hair problems caused by illness or treatment. The brand is named after *raфраichissement*, a French word meaning “refreshment.” The name reflects our sincere wishes for customers to be relieved of anxiety, restore their energy, stay beautiful, and keep shining. In addition to the comfortable products, we also provide thorough support throughout customers' recovery process based on the Three Gentles: gentle products, gentle customer service, and gentle environment. Based on patient feedback, we will continue to improve the quality of Raфра products including softness, better fit, and natural look.



### < Media Inquiries >

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