

# Variety of **Onsen** facility

**Ryokan**



**Club Resort**



**Pension / inn**



**Hotel**



**Onsen**  
**(Hot Spring)**



**Day-Visit Onsen**

# Examples of Therapeutic Onsens

Source: <http://www.yadyad.com/en/onsen/effect>

Source: <http://www.jph-ri.or.jp/>

## Simple Spring: Minakami Onsen

### Effects:

- General ailments** such as
- neuralgia,
  - muscle/joint pain,
  - bruises, sprains,
  - sensitivity to cold,
  - relief from fatigue,
  - overall health promotion, etc.



Temperature: 40-45°C

### Elements:

Elements differ from onsen to onsen.  
Low mineral and gas content.

## Chloride Spring: Arima Onsen

### Effects:

- External wounds,
- chronic dermatitis,
- bruises, sprains,
- chronic rheumatism,
- infertility, gout,
- vascular sclerosis, etc.



Temperature: 90°C

### Elements:

Contains salts, in particular high levels of common salt.  
Over 1,000mg of dissolved element per 1kg of onsen of which the main element of anions is chloride ions.

## Sulphur Spring: Kusatsu Onsen

### Effects:

- acne, oily skin,
- dermatitis, rheumatism,
- asthma,
- gynaecological disorders, etc.



Temperature: 50-96°C

### Elements:

Contains high levels of sulphur or hydrogen sulphide.

## Radioactive Spring: Murasugi Onsen

### Effects:

- dermatosis,
- gynaecological disorders,
- external wounds, etc.
- Believed to be particularly effective on **gout**, lowering blood pressure and **circulatory disorders**.



Temperature: 26°C

### Elements:

Contains radioisotopes created by nuclear decay of tiny amounts of substances ranging from radium, radon and astatine to mercury.

# Onsen Bath Salts (organic bath additive)

“Yunohana” is ingredient (mineral deposits) left by hot springs.

This is one of the traditional Japanese **organic bath additive**.



**YuNoHaNa** powder Mineral bath salts  
(1000g)

## About the product

- good for release the tension of your body.
- good for dry and itchy skin, prickly heat, congenital fever, and diaper rash.
- good for all the member of your family, from babies to adults.
- good for moisturizing your skin.
- This Yunohana is a crystalline compound created by nature hot spring Beppu in Japan.

Price: **\$52.00**



# Variety of Onsen Bath Salts




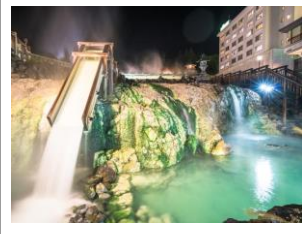
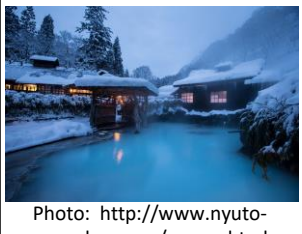


Image of onsen					
Product name	<b>Yufuin Hot Springs</b>	<b>Dougo Hot Springs</b>	<b>Hakone Hot Springs</b>	<b>Kusatsu Hot Springs</b>	<b>Nyuutou Hot Springs</b>
Feature	Image of magnificent wild cherry with flower petals falling onto bath water	Image of sunset from the oldest hot springs in Japan	Image of luxuriant feeling watching Mt. Fuji while taking a bath	Image of beautiful rare emerald green lake in the Shirane Mountain	Image of very remote mountainside Nyuutou Hot Spring in northeastern part of Japan
Moisturising element	Essence of cherry leaves and honey	Olive oil	Essence of mugwort and other herbs.	Water soluble silk	Essence of rice bran and essence of apple
Scent	Cherry flowers	Orange	Feel of autumn breeze	Herb	Cherry
Color of bath water	Clear pink cherry	Clear with orange tint	Creamy blue	Milky green	Milky pinkish white
Impression to use	Creamy bubbling type	Smooth feeling on the skin	Creamy bubbling type	Creamy to the touch	Creamy to the touch

Photo: <http://www.nyuto-onsenkyo.com/access.html>

# Variety of Onsen Bath Salts

Product image					
Product name	Iou Onsen <b>"Netsu no Yu"</b>	Beepu Onsen <b>"Yunohana"</b> , Medicinal bath additive	Natural <b>"Yunohana"</b>	Zao Onsen <b>"Yunohana-Dango"</b>	Beepu Myoban Onsen <b>"Lun-lun no Yu"</b> , Medicinal bath additive
Feature	Feeling of onsen from its sulfurous gas.	Traditinal production process since Edo era.	Natural organic additive with reasonable price.	Dumpling shaped bath additive (Zao Onsen's style).	Reflecting Beppu's adept craftsmanship.
Price (JPY)	1,620	1,080	455	1,080	3,780
Nature of spring	chloride spring 塩化物泉	acid spring 酸性泉	Alkaline simple hot spring アルカリ性単純泉	acid spring 酸性泉	hydrogen carbonate spring 炭酸水素塩泉
Quasi-drug	No	<b>Yes</b>	No	No	<b>Yes</b>
Color of bath water	pale green	yellowish brown	milky white	milky white	faintly yellow
Scent	sulfur	faintly sulfur	None	sulfur	faintly sulfur

# Components of Onsen Bath Salts

Product Image		
Product Name	Iou Onsen "Netsu no Yu"	Beepu Onsen "Yunohana", Medicinal bath additive
Components	<p>Na: 39.6 g  Fe: 0.96mg  Ca: 110mg  K: 136mg  Mg: 125mg  Cl: 60.2g  S: 0.26g  Cu: 0  Zn: 0  Si: 55ppm  &lt;*in the Pink Salt 100 g &gt;</p>	<p>Al<sub>2</sub>(SO<sub>4</sub>)<sub>3</sub>: 41.35  Fe: 9.24  Al<sub>2</sub>O<sub>3</sub>: 6.87  Fe<sub>2</sub>(SO<sub>4</sub>)<sub>3</sub>: 6.83  MgSO<sub>4</sub>: 1.96  CaSO<sub>4</sub>: 0.77  NaCl: 0.38  Na<sub>2</sub>SO<sub>4</sub>: 1.96  KCl: 0.16  H<sub>2</sub>SiO<sub>3</sub>: 0.11  Compound: 28.38  Trace components: 3.72</p>
Expected effects / Efficacy	<p>&lt;Expected effects&gt;</p> <p>(1) Effect of moisturizing, deodorization, sterilizing, disinfecting.</p> <p>(2) Recommend to use for athlete's foot, dry skin, atopic skin, acne vulgaris, eruption, rough skin.</p>	<p>&lt;Efficacy&gt;</p> <p>neuralgia, rheumatism, sensitivity to cold, arthritis, sore, tinea, athlete's foot, stiff shoulders, bruise, sprain, chilblain, scabies, heat rash, backache, eczema</p>
Product Category	Cosmetics	Quasi-drug

# Campaign for familiarizing Onsen Bath Salts

- Pink Ribbon Day on October 1<sup>st</sup> -

2018年10月ピンクリボン月間  
10月1日 ピンクリボンデー

毎年10月は、乳がんの早期発見・早期治療を  
啓発、推進するピンクリボン月間です



日本列島  
しあわせピンクバス  
プロジェクト

※開催日程は施設により異なります。  
詳細は各施設へお問い合わせ下さい。

「透明感とハリのある健やかなバストを目指す」エイジングケアにおすすめ

当帰（トウキ）エキス 整肌成分	人參（ニンジン）エキス 健やか成分	紫根（シコン）エキス ハリツヤ成分	芍薬（シャクヤク）エキス 整肌成分	杏仁（キョウニン）エキス 潤い美容成分	ヨクイニンエキス 潤い美容成分

# Using SNS for familiarizing Onsen Bath Salts

## - ONSEN for your Bath -

The screenshot shows the Facebook profile of 'Onsen for your bath'. The page header includes the Facebook logo, the name 'Onsen for your bath', a search bar, and navigation links for '丸山 智規', 'ホーム', and '作成'. The profile picture is a photo of an outdoor onsen bath. The cover photo features the text 'ONSEN for your Bath' with a steam icon above it, and 'Made in Japan' below it. The left sidebar contains a menu with 'ホーム' (selected), '動画', '投稿', 'ページ情報', 'コミュニティ', '写真', and '情報と広告', along with a 'ページを作成' button. The main content area shows '動画' (Videos) with the message '表示する動画がありません' (No videos to display) and '写真' (Photos). The right sidebar includes 'ページ情報' (Page Info) with '健康・美容' (Health & Beauty) as the category, 'コミュニティ' (Community) with 'すべて見る' (See all), and a list of recent interactions: '友達に ページへの「いいね！」をリクエスト' (Friend requested 'like'), '2人が「いいね！」しました' (2 people liked), and '2人がフォローしています' (2 people followed). At the bottom, there are language options: '日本語・English (US)・Español・Português (Brasil)・Français (France)' and a 'チャット (16)' button.

Onsen for your bath  
フォローワー2人

ホーム  
動画  
投稿  
ページ情報  
コミュニティ  
写真  
情報と広告  
ページを作成

ONSEN for your Bath  
Made in Japan

フォロー中  
「いいね！」済み  
シェア

動画  
表示する動画がありません

写真

ページ情報  
健康・美容

コミュニティ  
すべて見る

友達に ページへの「いいね！」をリクエスト  
2人が「いいね！」しました  
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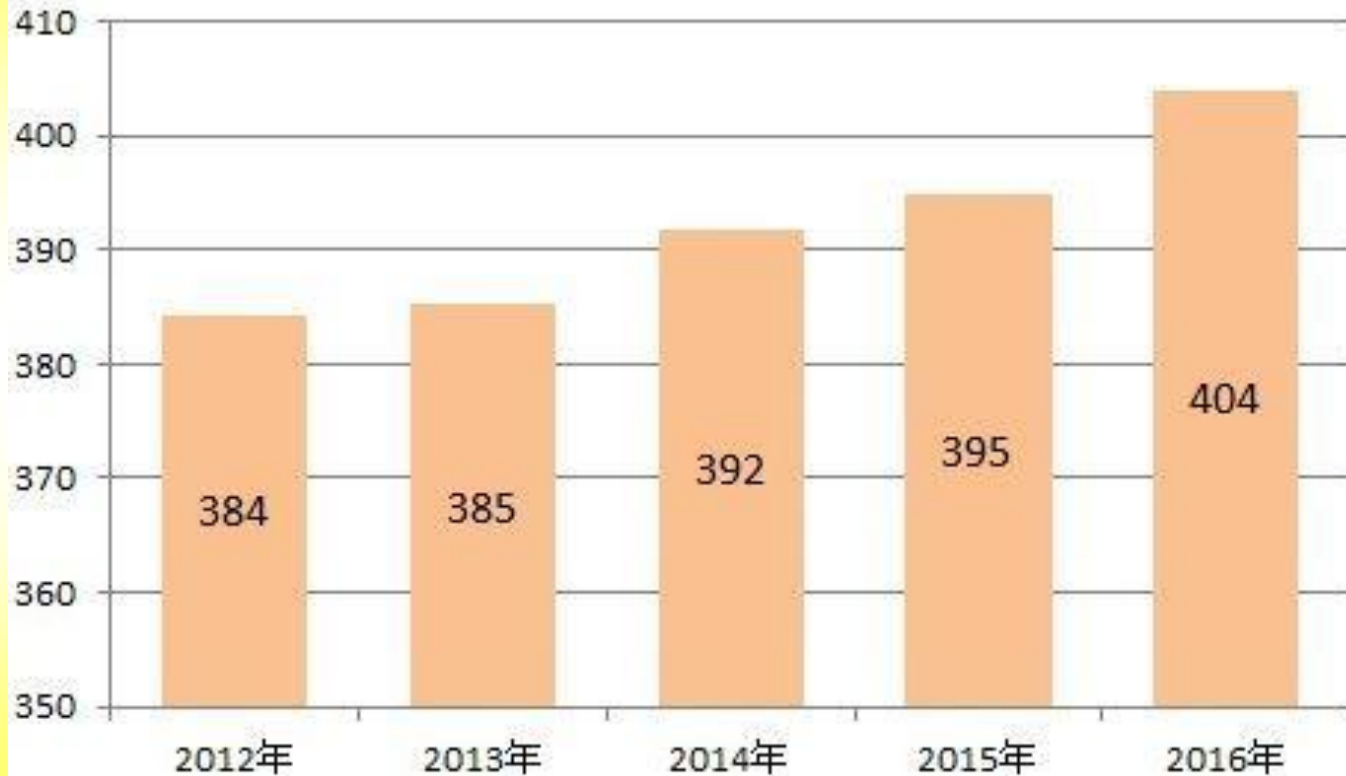
日本語・English (US)・Español・Português (Brasil)・Français (France)  
チャット (16)

[www.facebook.com/Onsen-for-your-bath-152980468973440/](https://www.facebook.com/Onsen-for-your-bath-152980468973440/)



# Market of Onsen Bath Salts

(0.1bln yen)      **Annual Turnover of Bath Agent  
(Japan)**



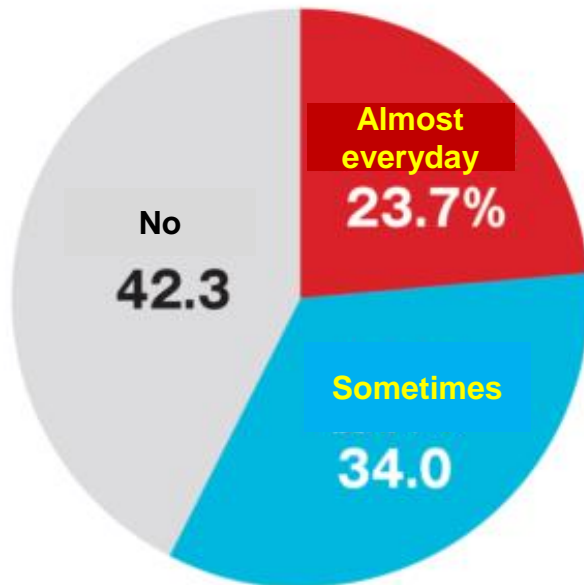
# Market Analysis of Onsen Bath Salts

Purchase price component ratio by type of Bath Agent  
in each generation (Japan)

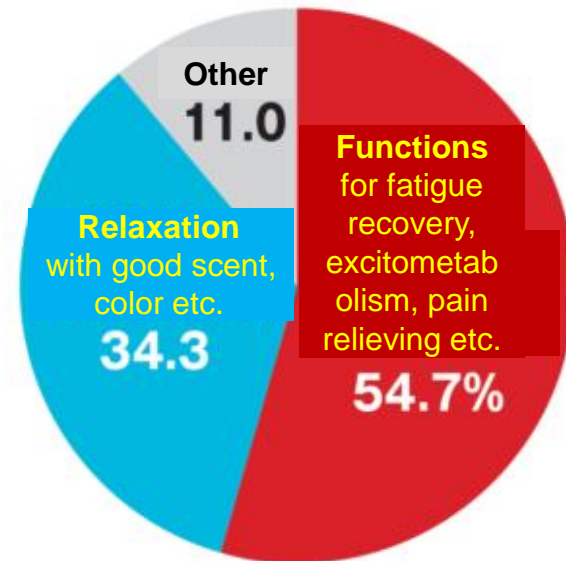


# Customer needs for Onsen Bath Salts (Japan)

## Q1. Frequency for using Bath Agent



## Q2. Most important point to choose Bath Agent



# Hot-spring retail products should...

- recalls us its features, feelings, natural environment and cultural background of the hot springs we tried
- improve our physical / mental conditions through daily using
- be able to select in accordance of user's taste / expecting effect

Onsen bath salts (organic bath additives) would be a key for familiarizing hot springs with the peoples in the world!





Thank you!

