Variety of Onsen facility

Ryokan

Club Resort

Pension / inn

Onsen (Hot Spring)

Hotel

Day-Visit Onsen
Examples of Therapeutic Onsen Springs

**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.

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

**Temperature:** 40-45°C

**Chloride Spring: Arima Onsen**

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

**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.

**Temperature:** 90°C

**Sulphur Spring: Kusatsu Onsen**

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

**Elements:**
Contains high levels of sulphur or hydrogen sulphide.

**Temperature:** 50-96°C

**Radioactive Spring: Murasugi Onsen**

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

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

**Temperature:** 26°C
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

Source: https://www.amazon.com/YuNoHaNa-powder-Mineral-salts-1000g/dp/B01EJ2YOFK
## Variety of Onsen Bath Salts

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

Source: [https://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q1329461038](https://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q1329461038)
## Variety of Onsen Bath Salts

<table>
<thead>
<tr>
<th>Product image</th>
<th>Product name</th>
<th>Feature</th>
<th>Price (JPY)</th>
<th>Nature of spring</th>
<th>Quasi-drug</th>
<th>Color of bath water</th>
<th>Scent</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>Iou Onsen &quot;Netsu no Yu&quot;</td>
<td>Feeling of onsen from its sulfurous gas.</td>
<td>1,620</td>
<td>chloride spring</td>
<td>No</td>
<td>pale green</td>
<td>sulfur</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>Beepu Onsen &quot;Yunohana&quot;, Medicinal bath additive</td>
<td>Traditional production process since Edo era.</td>
<td>1,080</td>
<td>acid spring</td>
<td>Yes</td>
<td>yellowish brown</td>
<td>faintly sulfur</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>Natural &quot;Yunohana&quot;</td>
<td>Natural organic additive with reasonable price.</td>
<td>455</td>
<td>Alkaline simple hot spring</td>
<td>No</td>
<td>milky white</td>
<td>None</td>
</tr>
<tr>
<td><img src="image4.png" alt="Image" /></td>
<td>Zao Onsen &quot;Yunohana-Dango&quot;</td>
<td>Dumpling shaped bath additive (Zao Onsen's style).</td>
<td>1,080</td>
<td>acid spring</td>
<td>No</td>
<td>milky white</td>
<td>sulfur</td>
</tr>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td>Beepu Myoban Onsen &quot;Lun-lun no Yu&quot;, Medicinal bath additive</td>
<td>Reflecting Beppu's adept craftsmanship.</td>
<td>3,780</td>
<td>hydrogen carbonate spring</td>
<td>Yes</td>
<td>faintly yellow</td>
<td>faintly sulfur</td>
</tr>
</tbody>
</table>

**Source:** [https://my-best.com/69#toc-1](https://my-best.com/69#toc-1)
## Components of Onsen Bath Salts

<table>
<thead>
<tr>
<th>Product Image</th>
<th></th>
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<tbody>
<tr>
<td><img src="image.jpg" alt="Product Image" /></td>
<td><img src="image.jpg" alt="Trading Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Iou Onsen &quot;Netsu no Yu&quot;</th>
<th>Beepu Onsen &quot;Yunohana&quot;, Medicinal bath additive</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Components</th>
<th><strong>Na</strong>: 39.6 g</th>
<th><strong>Al₂(SO₄)₃</strong>: 41.35</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Fe</strong>: 0.96mg</td>
<td><strong>Fe</strong>: 9.24</td>
</tr>
<tr>
<td></td>
<td><strong>Ca</strong>: 110mg</td>
<td><strong>Al₂O₃</strong>: 6.87</td>
</tr>
<tr>
<td></td>
<td><strong>K</strong>: 136mg</td>
<td><strong>Fe₂(SO₄)₃</strong>: 6.83</td>
</tr>
<tr>
<td></td>
<td><strong>Mg</strong>: 125mg</td>
<td><strong>MgSO₄</strong>: 1.96</td>
</tr>
<tr>
<td></td>
<td><strong>Cl</strong>: 60.2g</td>
<td><strong>CaSO₄</strong>: 0.77</td>
</tr>
<tr>
<td></td>
<td><strong>S</strong>: 0.26g</td>
<td><strong>NaCl</strong>: 0.38</td>
</tr>
<tr>
<td></td>
<td><strong>Cu</strong>: 0</td>
<td><strong>Na₂SO₄</strong>: 1.96</td>
</tr>
<tr>
<td></td>
<td><strong>Zn</strong>: 0</td>
<td><strong>KCl</strong>: 0.16</td>
</tr>
<tr>
<td></td>
<td><strong>Si</strong>: 55ppm</td>
<td><strong>H₂SiO₃</strong>: 0.11</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Compound</strong>: 28.38</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Trace components</strong>: 3.72</td>
</tr>
</tbody>
</table>

| Expected effects / Efficacy | *(1) Effect of moisturizing, deodorization, sterilizing, disinfecting. (2) Recommend to use for athlete's foot, dry skin, atopic skin, acne vulgaris, eruption, rough skin.* | **<Efficacy>** neuralgia, rheumatism, sensitivity to cold, arthritis, sore, tinea, athlete's foot, stiff shoulders, bruise, sprain, chilblain, scabies, heat rash, backache, eczema |

<table>
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<tr>
<th>Product Category</th>
<th>Cosmetics</th>
<th>Quasi-drug</th>
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</table>
Campaign for familiarizing Onsen Bath Salts
- Pink Ribbon Day on October 1st -

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。
Using SNS for familiarizing Onsen Bath Salts
- ONSEN for your Bath -

www.facebook.com/Onsen-for-your-bath-152980468973440/
Market of Onsen Bath Salts

Annual Turnover of Bath Agent (Japan)

(0.1bln yen)

Source: http://shogyokai.jp/articles/-/339
Market Analysis of Onsen Bath Salts

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

Source: http://shogyokai.jp/articles/-/339
Customer needs for Onsen Bath Salts (Japan)

Q1. Frequency for using Bath Agent
- No: 42.3%
- Almost everyday: 23.7%
- Sometimes: 34.0%

Q2. Most important point to choose Bath Agent
- Functions for fatigue recovery, excitometabolism, pain relieving etc.: 54.7%
- Relaxation with good scent, color etc.: 34.3%
- Other: 11.0%

Source: https://business.nikkeibp.co.jp/atcl/report/16/012600106/012700002/?ST=print
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!