

Japan
08 Jun 2014
Vol. 52

THE OTSUKA WHATS & WHOS

Otsuka
people creating
new products
for better health
worldwide

POCARI SWEAT Conveying Gratitude for Health on “Kansha-no-hi”



(left) Master Takeda creating an artwork featuring two Japanese characters “Kan Sha” = “Thank You” (right) thank you cards attached to POCARI SWEAT ION WATER bottles for recipients of appreciation

June 9th as “Thank You Day”

For five years Japanese calligraphy artist, Mr. Souun Takeda (right), has been organizing a “Kansha-no-hi”, a day to say “thank you”.

Master Takeda held annual events in hopes that “Kansha Day” will become a worldwide holiday when everyone, like family and friends, uses the day to show appreciation to one another. He explained that the numbers 6 and 9 represent “yin and yang” like “light and shadow” and it is his hope that on Jun 9th, these elements would come together in perfect harmony.

This year, hundreds of people gathered in Enoshima on June 8th, a Sunday, where different booths offered various ways for people to show appreciation to others. Master Takeda participated in using his calligraphy skills to write thank you messages for visitors. He also visited our booth and promoted the event.



Saying “Thank You” Through POCARI SWEAT

Matching the hot summery weather, Otsuka Pharmaceutical introduced POCARI SWEAT ION WATER to the visitors at the booth. As the theme is to be grateful for health, attendees were reminded to rehydrate.

POCARI SWEAT ION WATER gave out original thank you cards for people to write personal messages of appreciation, and then have them attached to POCARI SWEAT ION WATER bottles. And these were used as gifts to replenish fluid and ions for people important to those who attended the event.

Throughout the day people of all age groups, including couples, children and families, stopped by the booth, wrote their unique thank you messages. Those messages were for their families’ health, that live far away. Attendees also told us this event made them grateful for their own good health, and that it is due to the support of the people around them that they can achieve it.

