



Approaches to Immunity Visualization and Immune Care Awareness

KIRIN R&D DAY 2025
Kirin Holdings Company, Limited
Institute of Health Sciences

Yukiko Kato

Kirin and Immunity:

Recipient of the 2023 National Invention Awards – Japanese Imperial Award

For an award that has continued for nearly 100 years, this is **the first time in 59 years** that a food company has received it for **an invention related to immunity.**



2023: LC-Plasma (KIRIN)

2021: Large-screen CT scanner (Canon)

2013: Antipsychotic drug Aripiprazole
(Otsuka Pharmaceutical)

2011: Blu-ray Disc (SONY)

2002: Alzheimer's treatment drug Donepezil (Eisai)

1979: Video Tape Recorder (SONY)

**1964: Production of umami components
(The University of Tokyo, Yamasa, Ajinomoto)**

1951: Soy sauce manufacturing method (Kikkoman)

1926: Glutamic acid-containing seasoning (Ajinomoto)

1926: Vitamin B1 (Umetaro Suzuki)

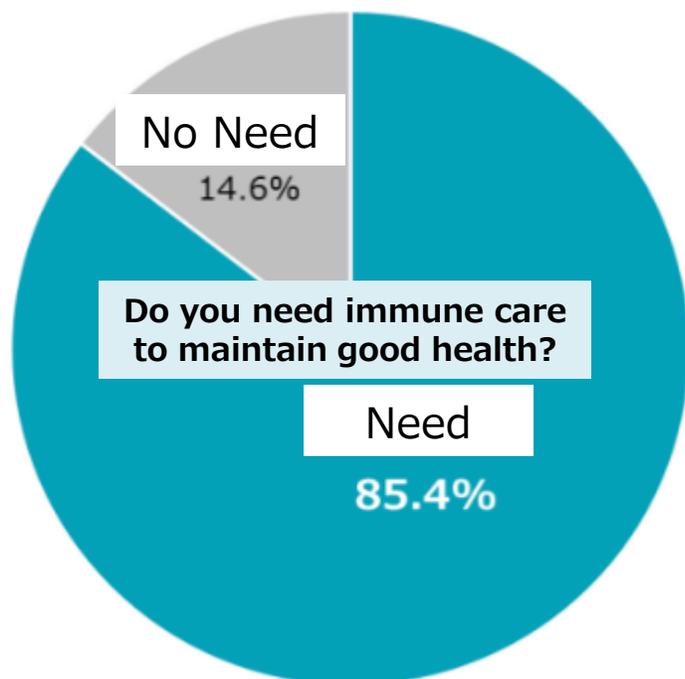
Immune Care in Japan: Awareness–Behavior Gap

CONSCIOUS

Approx.

85%

Immunity is necessary for good health.



ACTION

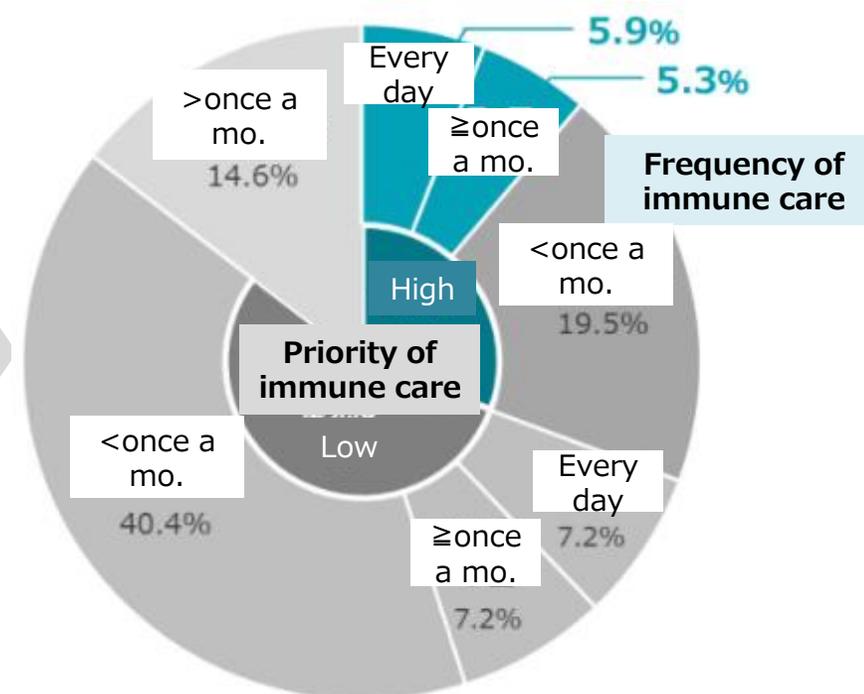
Approx.

11%

With immune care habits

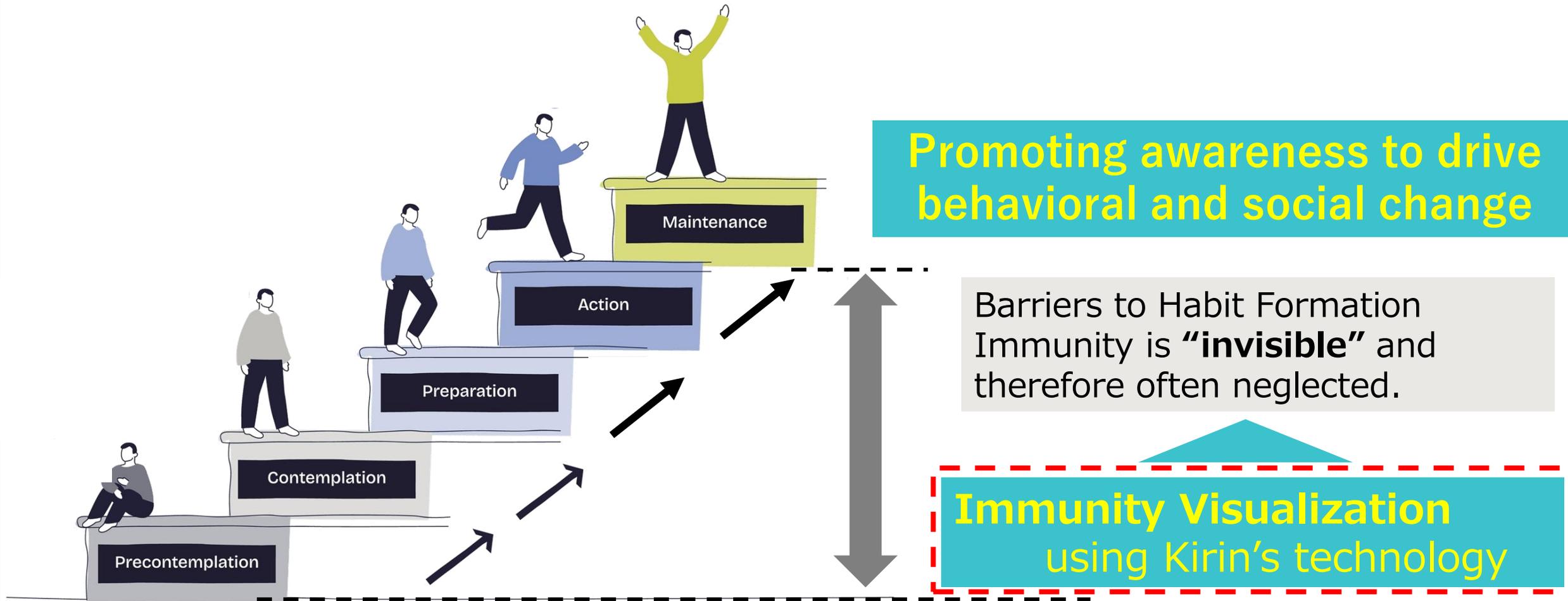
Why the discrepancy?

- People don't think immune care is essential ?
- It is difficult to be aware of our own immune status ?



Turning **awareness into action** is the key to **spreading immune care habits.**

Promoting Immunity Care Habits



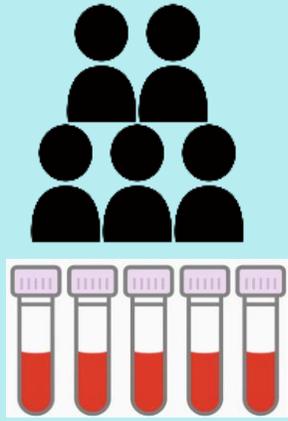
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Making Immunity Visible: World's First Visualization through Unique Technology

Wakayama Health Promotion Study

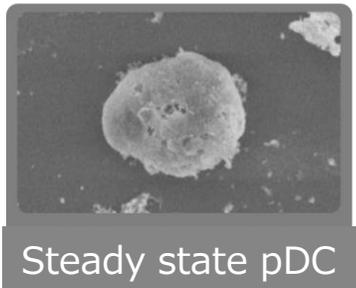
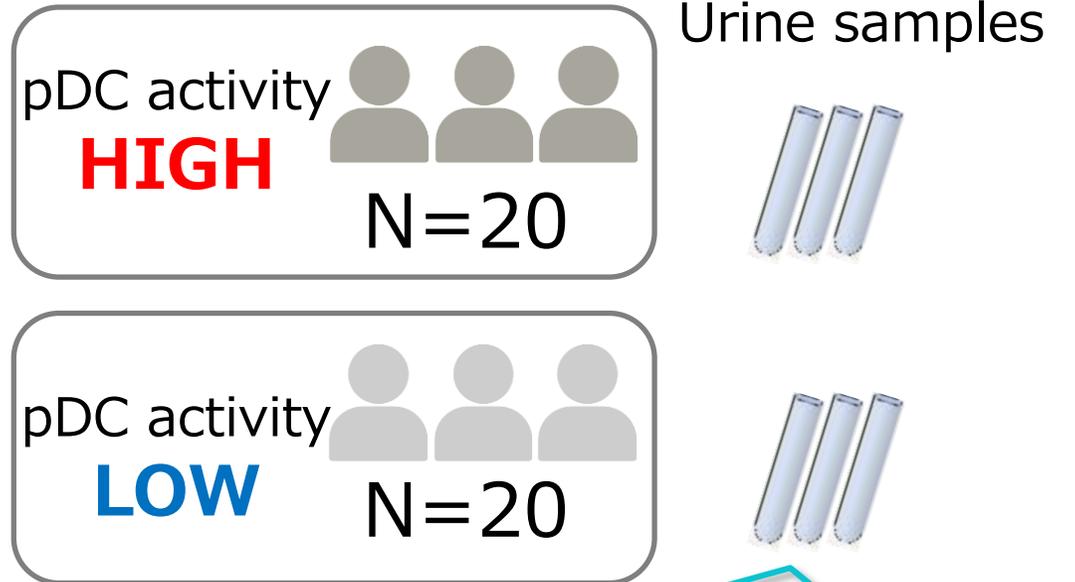


Participants: N=223
(aged 51-55 years)

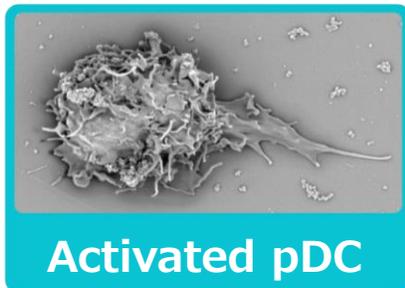


Measurement
of pDC activity

We identified, **for the first time globally**, a urinary biomarker enabling visualization of pDC activity.



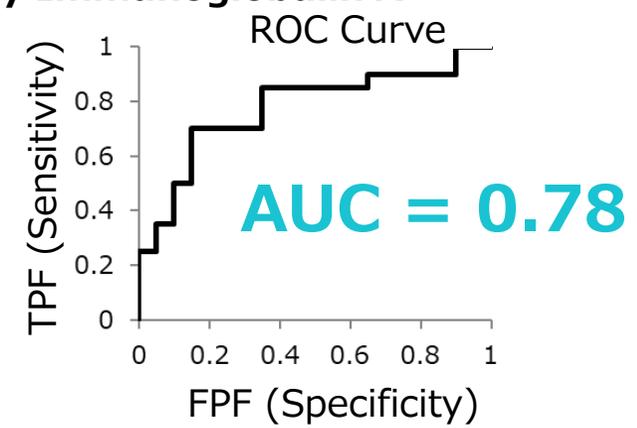
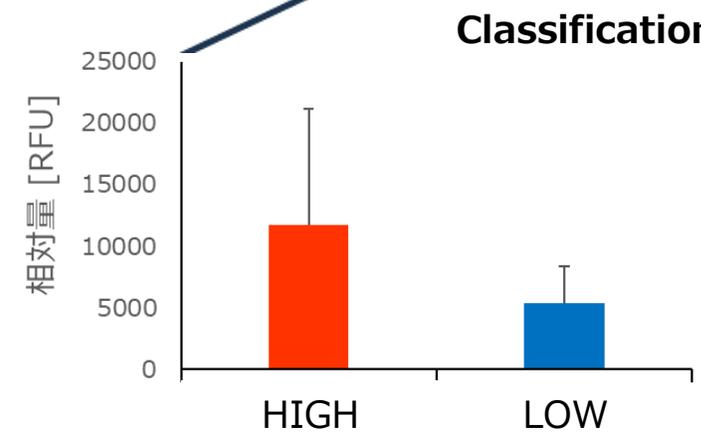
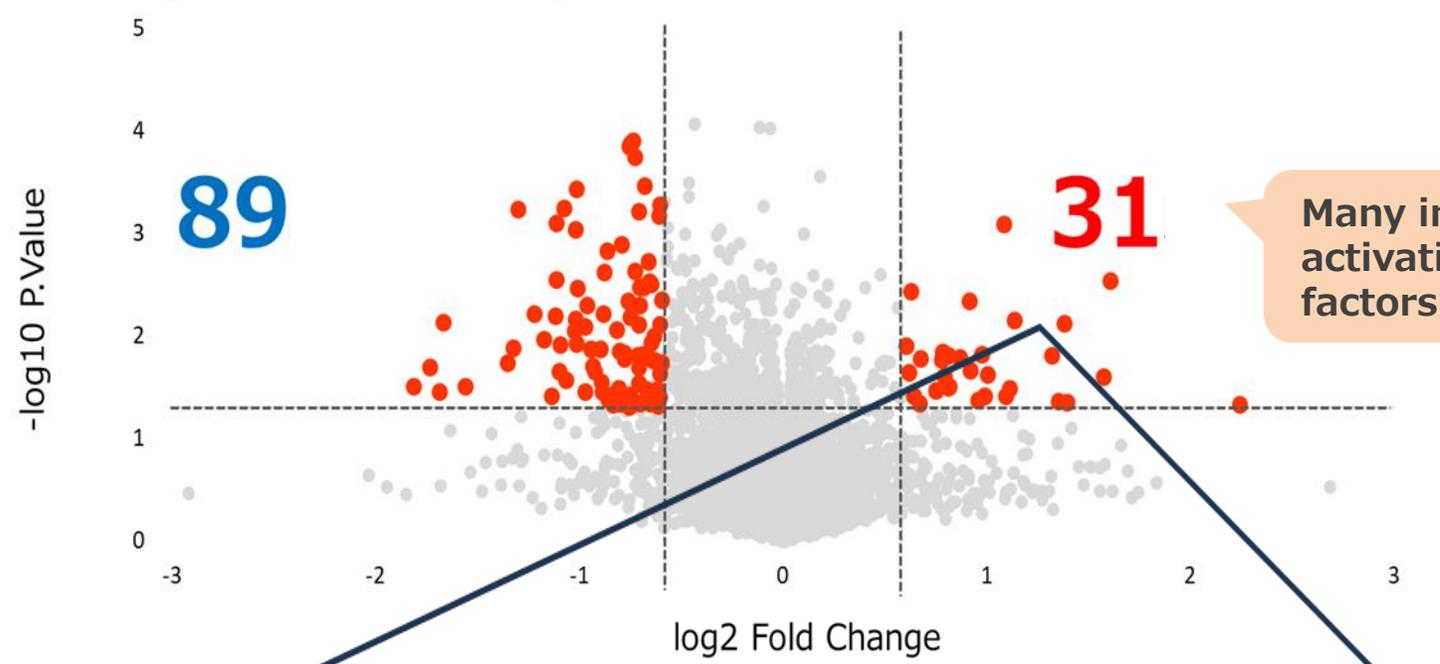
Steady state pDC



Activated pDC

Comprehensive analysis of urinary proteins was conducted to identify factors associated with pDC activity

Identification of Distinct Urinary Proteins in Groups With High and Low pDC Activity



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By utilizing this finding, we are moving forward with the development of an immune visualization testing kit.

Immune Status Visualization: Establishing the Service

- Leveraging FANCL Personal ONE accelerated the development of our immune-status visualization service.
- A wide range of business synergies can be generated because the system aligns closely with Personal ONE.

FANCL × **Healthcare Systems**



あなた専用サプリ ハートヘルフワン
Personal ONE

Reference for development

Urine-based testing using Healthcare Systems' platform

Business Synergies

KIRIN × **Healthcare Systems**



※Under development (product name subject to change)

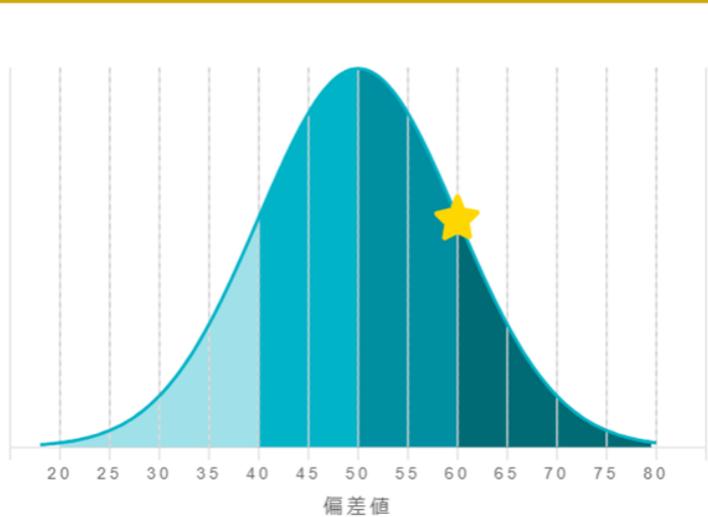
- Cross-referrals (e.g., recommending immune-status testing to Personal ONE users)
- Data integration and mutual utilization

How to Interpret and Utilize the Results of Kirin's Unique "Immunity Visualization" Test

Shows your current immune status, trends over time, and recommended immune care to help you move closer to your desired future state.

免疫偏差値チェッカー

今回のあなたの免疫偏差値

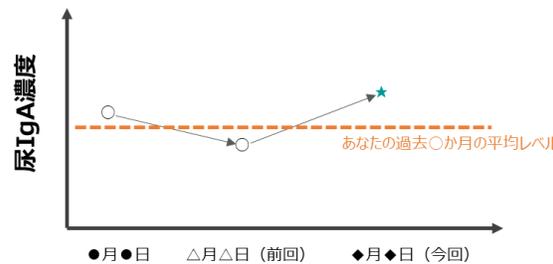


Your current immune deviation score
395.3 μ g/gCr

(Ave. IgA : 231.6 μ g/gCr)

Your rank : **A**

自身の過去の数値との変化



Know

- Regular check of immune-status visualization testing
- Understand your own immune status

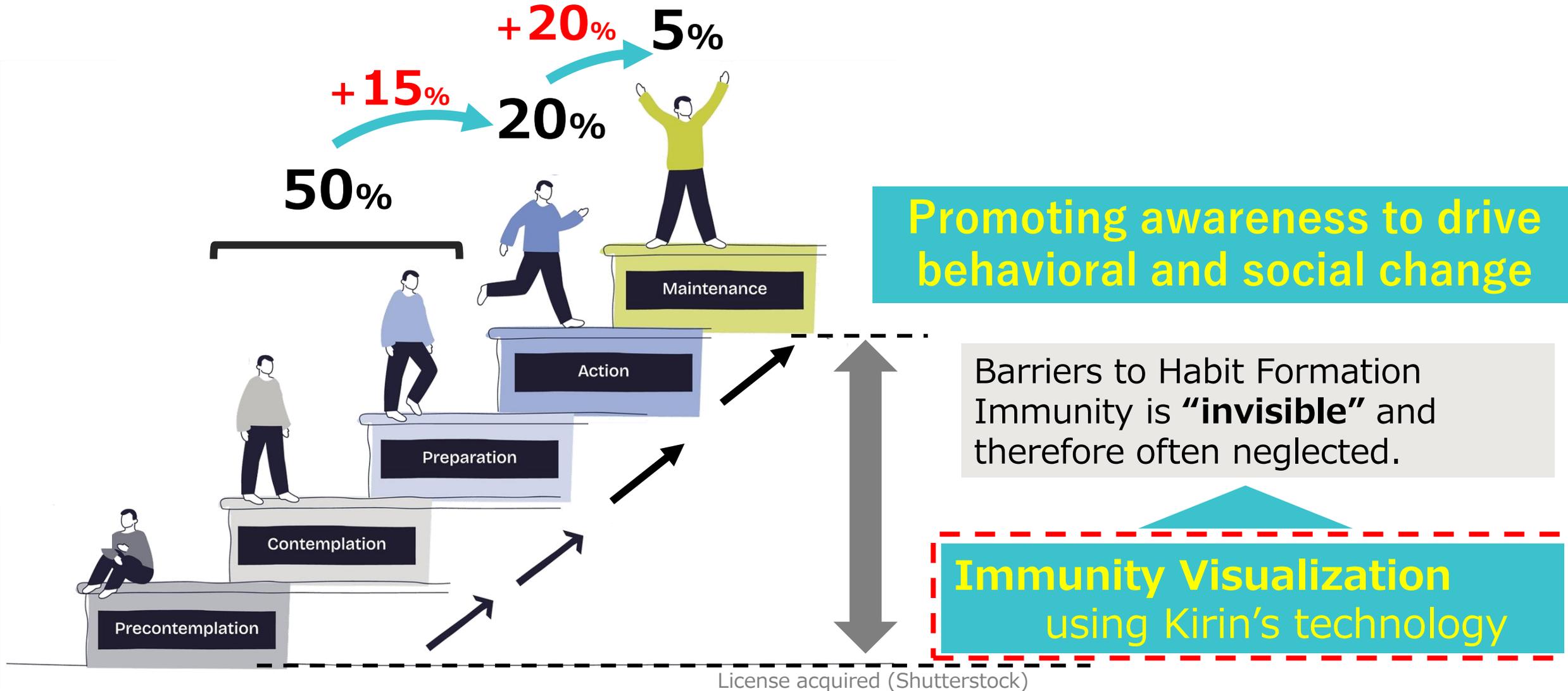
Deepen

Receive feedback on test results and learn essential knowledge about "immunity"

Take Action

Take actions to improve your immune status based on the feedback

Promoting Immunity Care Habits



Driving Behavioral and Social Change Through Awareness Activities

Resolving challenges and promoting awareness in each domain, co-creating social value together.

@Community



Co-creating with municipalities to advance immune care



@Workplace



Immune Care Challenge for Employees

Challenge implemented with approximately 1,700 Kirin employees.



@Educational Domain



Addressing challenges in kindergartens and learning centers

Considering implementation of immune care promotion programs

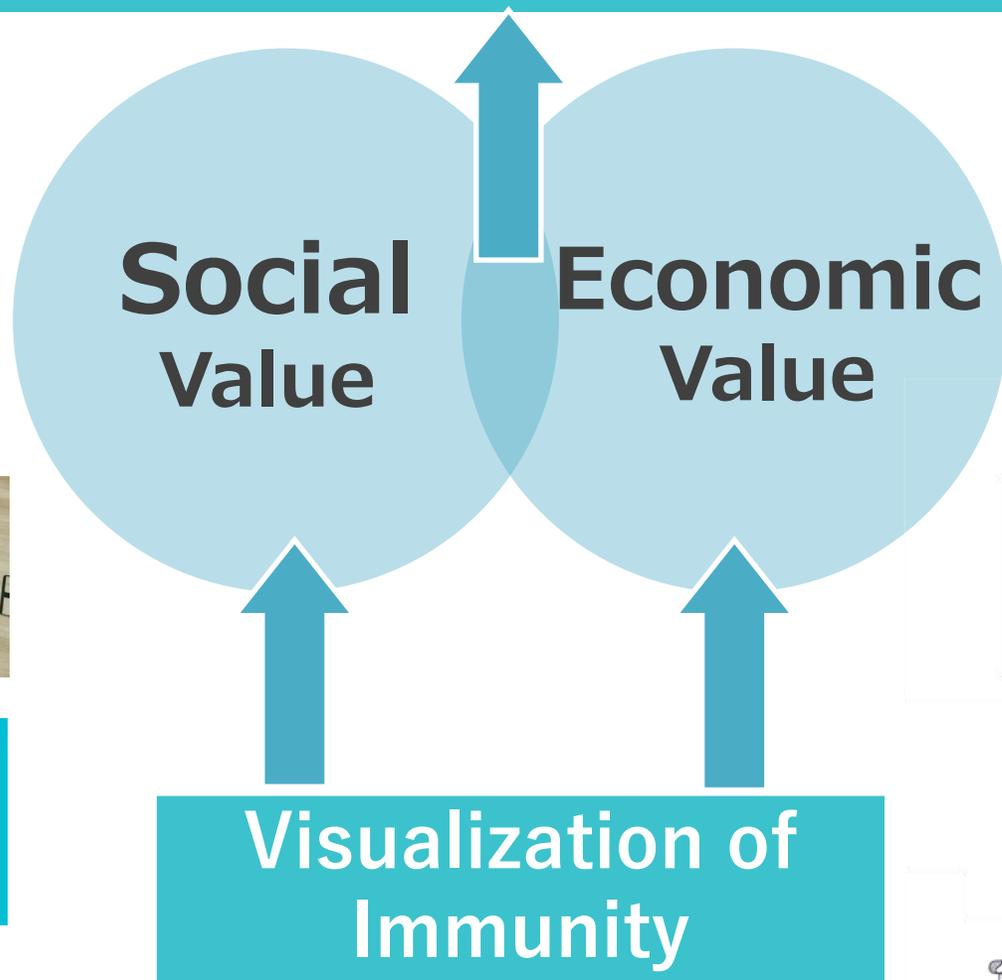


Toward an Immune Care Society Driven by Both Social and Economic Value



Realizing an Immune Care Society

Awareness:
Community, Workplace,
Educational Domain



Visualization of immune status
(Habit Formation for immune care)

