

## Mune Pharmaceutical Co., Ltd.

### < Corporate Profile >

Address	859 Osaki, Awaji City, Hyogo Prefecture, 656-1501
TEL	0799-85-0107 (main number)
FAX	0799-85-1369
URL	<a href="http://kotobuki-enema.com/">http://kotobuki-enema.com/</a> (in Japanese)
No. of employees	87
Capital	17 million yen
Founding	July 1947
Representative	Kazuki Nishioka

### < Business Overview >

Manufacture and sale of prescription and over-the-counter drugs

Certified as a Hyogo Only One Company in FY 2019

### < TECHNOLOGY >



Japan's first enema in a bellows-shaped container is a popular, easy-to-handle product with little residual liquid that has been developed for application anytime

Most enemas are in round containers, often referred to as a "fig"-type container. Although this is still the most common type of enema today, these round containers cannot be

squeezed neatly and completely, so some liquid remains in the container. When we looked at postcard questionnaires containing feedback from our customers, we found that a number of them remarked that they felt it was a waste that some liquid remained in the container and that the enema would not be as effective if all the contents were not used. We discovered that enemas were used primarily by those in older generations and devised a bellows-type of enema that would be easy for older people with less strength in their fingers to use.

The finished Kotobuki "One Push" Enema is the first enema with a bellows-shaped container in Japan. The bellows-shaped container of this "one-push" enema can be easily squeezed, significantly improving the dissatisfaction felt by 60% or more users about residual liquid. The container is easier to squeeze, which makes it easier for the elderly to use. Because the container can stand upright and does not easily fall over after use, it is also popular as it can be used hygienically.

### **[History of development]**

Mune Pharmaceuticals also sold enemas for medical use in 1987, and launched a general enema using a container with a long nozzle for insertion in 1991. However, it was difficult for a generic drug that was not well-known to be placed in existing sales channels, and sales were somewhat slow. For this reason, we considered the development of an enema with a bellows-shaped container that was not available in the industry that would be easy to use to differentiate ourselves from our competitors. A hint for this idea was found by our current president who saw an accordion on a street corner in Vienna. However, there were issues involved in the size, shape and strength of the container before this idea could be turned into an actual product. However, with repeated trial and error, as well as trial production in collaboration with a container manufacturer, we finally achieved the development of Japan's first horizontally squeezable container for the market.

### **[Originality]**

Above all, in addition to completely differentiating our product from traditional enemas, we have also pursued thorough simplicity of use, such as by making the insertion nozzle longer. Also, since the product's name was completely new, we asked our employees for suggestions to create a novel name. One of the names we received was "hitooshi" (or "one push"). The employees submitted their votes for all the names and the clear, first-place winner was "one push." At first, the name caused some bewilderment, but now it is the only enema that includes an illustration of a mascot character, Hitooshi-kun, a rarity in

pharmaceutical products, which may also be a reason for its popularity, so we believe that the name is perfect.

### **[Future developments]**

Sales stand at 65% for over-the-counter drugs, with the remaining 35% from prescription drugs. The popular Kotobuki "One Push" Enema 30 is currently available at drugstores nationwide. However, Wave Nozzle "One Push" 40, which was placed on the market in 2017, still has a low rate of recognition, and although it received the Good Design Award, the numbers are not quite there yet.

According to the questionnaire cards, users are very satisfied with our products, and we are aiming to further increase our market share by taking advantage of the know-how we have acquired over the years.

Our policy is to develop and sell products for the buttocks/backside in connection with enemas. At this time, we only have injection-type hemorrhoidal preparations and antiseptics, but we plan to develop related products to expand our circle of knowledge.

## **<TOPICS>**



Publication of "Mechanisms and Solutions for Constipation"

Known as the constipation doctor for outpatients and author of the book "Constipation Issues Starting in Babies" (Gesousha), Dr. Miwako Nakano is currently a part of Kobe Gakuen and is engaged in pediatric surgery and transplants at Kumamoto University Hospital. She often appears on television and in newspapers to discuss constipation and other issues. We extended an invitation to her to supervise the production of a booklet called "Mechanisms and Solutions for Constipation" for distribution at drugstores and other locations. Although the booklet is only eight pages long, it contains detailed explanations about why people

become constipated and solutions to this problem accompanied by cute illustrations. This booklet is available to anyone who would like a copy. If you come across a copy in a store, we hope you will pick it up.



Zero overtime by developing a sense of unity in employees

Mune Pharmaceutical's corporate motto is "sincerity and compassion." Located in Awaji Island, we are a company that aims to plant deep roots in the community with many of our employees living in the suburbs and are constantly thinking about work styles and how to motivate and inspire our employees in ways that adapt to their lifestyles. In recent years, along with the start of operations at new factories, members from different departments gathered together to discuss the theme of standardizing work and submitted proposals. With these suggestions, we are able to eliminate waste and things thought to be impossible to achieve zero overtime for employees. One of the reasons for this is because we are using a system for proposed improvements that we have been working on for a number of years, and have seen results from having all employees get to know one another through presentations on management policies and social gatherings in which all employees participate in every November.

## < Corporate History >

- 1910 Start of pharmaceutical business at current location
- 1947 Establishment of Mune Pharmaceutical Co., Ltd.
- 1977 Completion of first GMP-qualified plant
- 1983 Joint development and launch of injectable hemorrhoid drug, Ji Nanko S
- 1986 Joint development and launch of injectable hemorrhoid drug, Ji Nanko High
- 1987 Manufacturing and sale of medical glycerin enema, Mune

- 1991 Launch of Kotobuki Enema L30 with long insertion nozzle (first in the industry)
- 1993 Sale of Kotobuki Enema 40
- 1994 Sale of Kotobuki Enema L40 with long insertion nozzle (first in the industry)
- 1995 Complete destruction of factory and three warehouses during the Great Hanshin-Awaji Earthquake
- 1996 Completion of second GMP-qualified factory during reconstruction after the earthquake
- 2002 Certification of management innovation plan
- 2003 Certification as Excellent Challenge Company
- 2005 Receipt of 2004 Hyogo Management Innovation Award Grand Prize
- 2006 Start of sales of new product, Kotobuki "One Push" Enema
- 2007 Receipt of the new customer acquisition award in the popular product category at the "20th Hit Product/Popular Product Awards"
- 2008 Organization of a consultation QR site for constipation in babies, which won the Universal Design Award at 2007 Good Design Hyogo organized by Hyogo Prefecture
- 2010 Memorandum of understanding exchanged with support from a children's hospital in Nepal and the AMDA Multisectoral & Integrated Development Services, which is listed as one of the 100 Energetic Manufacturing Companies in Kansai in 2010
- 2012 Launch of Ji Nanko High AX, the industry's first crystal-cut, infusion-type container for hemorrhoids, and Ji Nanko Soft, a steroid-free injectable medication for hemorrhoids, and completed a second factory exclusively for medical use
- 2014 Receipt of the Hyogo Work and Life Balance Company Award. Kotobuki "One Push" Enema received the Hyogo Prefectural Invention Association's Chairman's Award at the Kinki Invention Awards
- 2015 Launch of "Foam Ji Care," a foam bactericide and disinfectant to solve hemorrhoid problems using foam
- 2016 Launch of premium Kotobuki "One Push" Enema 40
- 2019 Receipt of Good Design Award for premium Kotobuki "One Push" Enema 40 and certification as a Hyogo Only One Company