

November 25, 2013  
 Oak Lawn Marketing, Inc.

【News Release】

## To support your next step for tomorrow New health food “ZeroKomo” to go on sale!

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya, President & CEO: Harry A. Hill, Operations: shopping brand “ShopJapan”) is pleased to announce that it will release a new health food product “ZeroKomo” on November 25, 2013. ZeroKomo contains 1,000mg<sup>\*1</sup> of *lesser yam*, which is grown only in the Okinawa region and *ajuga decumbens*, a herbal plant which has been valued since ancient times.

<sup>\*1</sup> per daily intake of 7 tablets

### ■Background

Amid the rising interest in healthy living, in Augst 2013, the Health, Labour and Welfare Ministry announced its new effort to help extend health expectancy (the length of disability-free life) instead of just longevity.

There is also a growing demand to maintain the life-long ability to walk independently among the middle and older aged people in the recent aging society.

One of our current exercise products enables users to easily strengthen and tone their lower body at home. To our surprise, this product has been well-received by older customers as well as younger because they want to be more energized without intense exercise. Receiving feedback from our customers, we developed ZeroKomo combining ingredients that help energy increase and smooth body movement. “You can regain a healthy body and be full of energy no matter how old you are” is the concept of the innovative supplement product.



### ■Product features

#### ●Extract of Lesser Yam to support your active life

Lesser yam is known as the king of the root vegetables and also a rich source of the key ingredient called “diosgenin”.

### この件に関するお問合せ先

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Zerokomo contains 1,000mg\*1 of lesser yam to provide you with energy for your active life and to support your ability to walk on your own.

\*1 per daily intake of 7 tablets

● **Ajuga decumbens extract for smooth movement of your body**

Ajuga decumbens is a plant in the Lamiaceae mint family. The herbal plant has been valued since ancient times with a belief that it has a power to smoothen physical movement from inside. By combining it with lesser yam, it gives you not only the energy for basic activities but also the support for smooth movement of your body.


● **Made from traditional and natural ingredients only**

Zerokomo is made from the two carefully-selected traditional ingredients and contains no preservatives, food dyes or food flavors. Anyone at any age can take Zerokomo for a long period of time without concern.

● **Small and round shape**

We made the tablet shape small and round to make it easy to take every day, although it is rather unusual for supplement products.

■ **Product Information**

	Name	Zerokomo
	Price	Regular price 6,300 yen
	Contents	210 tablets per bag
	Daily intake	7 tablets per day
	URL	<a href="http://www.shopjapan.co.jp/goods/LOC01">http://www.shopjapan.co.jp/goods/LOC01</a>

OLM continuously strives to provide services that meet every customer’s need through various media forms to achieve its company vision of lifestyle enrichment.

For more information, contact our PR Section at Oak Lawn Marketing, Inc.  
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