

September 6th, 2022

FOR IMMEDIATE RELEASE

Company name	Premier Anti-Aging Co., Ltd. (Securities code : 4934 Tokyo Stock Exchange)
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Notice concerning sales launch date of a new brand "Reinca"
~New skincare brand with a core ingredient of novel stem cell culture supernatant
developed through joint research with the University of Tokyo~

Premier Wellness Science Co., Ltd. (Head Office: Minato-ku, Tokyo; Shinji Hosoyama, Chief Executive Officer), a consolidated subsidiary of Premier Anti-Aging Co., Ltd., announces that it will launch a new brand "Reinca" with "ENGY Stem S" as its core ingredient on September 21, 2022 (Wednesday).

"ENGY Stem S" is a unique dental-pulp stem cell culture supernatant specialized for skin care, which was announced as the first result of joint research conducted with the University of Tokyo.

The impact of this brand on the Company's consolidated financial results is negligible.

Notice concerning sales launch date of a new brand "Reinca" with "ENGY Stem S" as a core ingredient derived from a stem cell culture extract created by advanced basic skin research.

Premier Wellness Science Co., Ltd. (headquartered in Minato-ku, Tokyo; Shinji Hosoyama, Chief Executive Officer; hereinafter "PWS") is pleased to announce the launch of a new brand "Reinca" which contains its core ingredient ENGY Stem S¹, a unique dental pulp stem cell culture supernatant, which was previously announced based on the result of joint research² with University of Tokyo.

The sales of "Reinca" will begin on Wednesday, September 21, 2022.



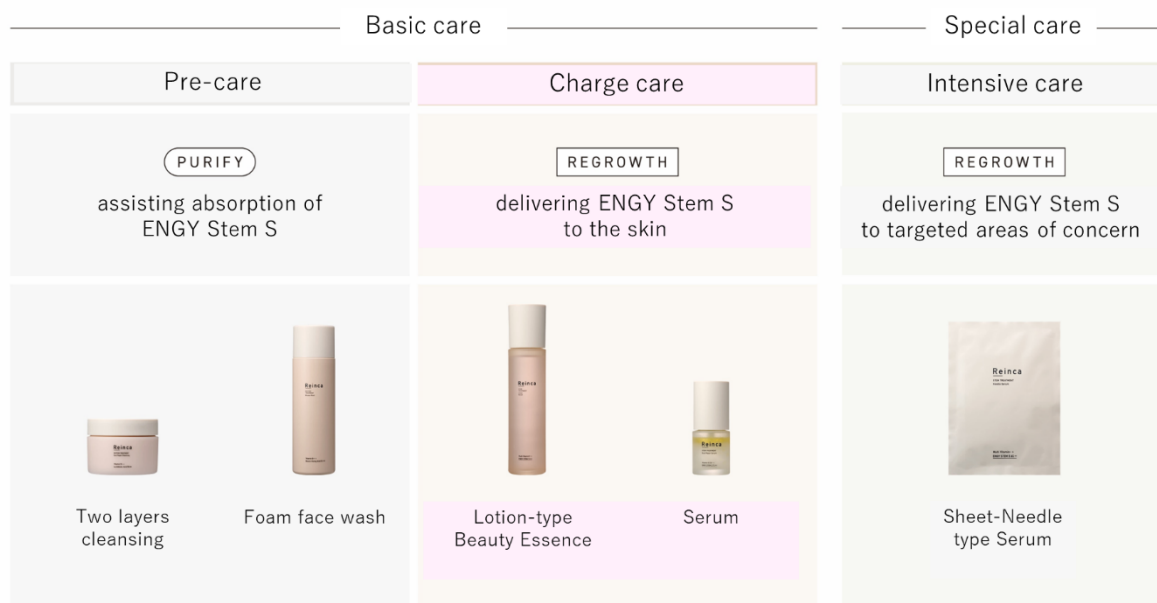
1. Brand overview

Reinca advocates skin cell care derived from advanced skin research and five-sense care that pursues the comfort of physical sensation, based on the concept of facing the Root of Skin and Sense through the power of science.

¹ A unique dental pulp stem cell culture supernatant solution that was developed and commercialized as a result of the joint research project "Development and commercialization of new functional materials using mesenchymal stem cell culture supernatant solution" started on March 22, 2021 with the University of Tokyo National University Corporation. <https://p-wellnessscience.co.jp/info/20220902/>

² Joint research started on March 22, 2021 with the University of Tokyo National University Corporation: "Development of new functional materials using mesenchymal stem cell culture supernatant fluid and their practical application in products." <https://p-wellnessscience.co.jp/info/info-149/>

Brand name	Reinca
Concept	SKIN & SENCE
Core ingredient	ENGY Stem S (pulp stem cell culture supernatant)
Market launch	Wednesday, September 21 st , 2022
Brand site	https://p-wellnessscience.com/reinca *Accessible from September 21 st , 2022, at 9 am
Announcement site	https://www.p-wellnessscience.com/reinca/teaser/
Brand Book	https://p-wellnessscience.com/reinca/brandbook/ *Japanese language only
Official Instagram	https://www.instagram.com/reinca_globalofficial/



Stem cell therapy has been booming in the field of regenerative medicine. Stem cells have been the focus of attention in cell therapy, however, recently the usefulness of "stem cell culture supernatant," a culture medium containing biological active factors secreted from cells has been discovered and is expected to be as effective as transplantation of stem cells.

Based on this background, it is expected to have applications in not only for medicine but also in anti-aging and others. In contrast, there are existing challenges that need further research before practical application, such as highly transparent traceability, several safety assessments, scientific evaluation of the active ingredients in the culture medium, and demonstration of efficacy in humans.

To work through these challenges, we conducted joint research with the University of Tokyo, we have succeeded in developing and commercializing ENGY Stem S.

Origin	Human adult dental pulp stem cells
Culture method	The University of Tokyo's original culture medium and culture method (cannot be disclosed due to IP rights)
Contained protein species	More than 2,145 proteins (global analysis by DIA proteome analysis ³)
Traceability	Donor with consent obtained at the University of Tokyo Hospital Transparent traceability through ID management

³ Batch analysis and identification of all the proteins contained in a solution. A state-of-the-art analysis technology that analyzes what kind of protein is contained and in what quantity. It is widely used in medical research such as cancer and Covid-19 research.

Safety	Meet safety criteria for biological products, such as microbiological and viral tests. Meet safety criteria for topical application such as primary skin irritation and skin sensitization.
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2. For interviews and inquiries regarding this release

Premier Wellness Science Co., Ltd.
PR/IR contact: pws-prir@p-wellnessscience.co.jp As part of our measures to prevent the infection of the new coronavirus, our group is working by telework. Please contact us by using the above e-mail address for inquiries.

3. Regarding this release

The information in this news release is current as of the date of publication. It is subject to change without notice due to various factors. Please understand this in advance.