

# Japan Beauty nadeshiko

*The New Impressionable Japanese Tea,  
"Yamabuki-nadeshiko"*



Our "Yamabuki-nadeshiko" tea has quite similar process with black tea and pu'er tea but made with state of the art Japanese process, new Japanese tea.

Kuro-Kouji fermentation organic tea "Yamabuki-nadeshiko" use organic Japanese green tea made from Haruno town in Shizuoka-Pref, using Japanese Sake fermentation experiences to a tea, totally clean and safe, with unique processing flow, with Japanese origin technique, Japan tea., "Yamabuki-nadeshiko" contains much gallic acid, citric acid and catechin than usual green tea.

We take a lot of customers voices like

"Yamabuki-nadeshiko has natural aroma and is easy to drink!"

"As it is very tasty, I would continue to drink Yamabuki-nadeshiko for long term" .  
Please try now!



Use organic tea 100% as raw material!

Organic foods Mark of  
Japanese Agricultural Standards (JAS)





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## Development Story

### Why we create this brand new tea?

The answer is that “For to expand possibility of organic tea” .

It all started from a news release of Mr.Kawamura developed a new tea using microbial fermentation, we immediately contact him and asked if organic green tea can be the raw material of that microbial fermentation tea.

Our company has been contracted with Isagawa green tea production cooperative for more than ten years and has a great deal of experience about organic green tea. Isagawa is one of the largest organic green tea production cooperative through Shizuoka Prefecture, their green tea fields are located in Haruno-town around 300-500m above sea level.

We create this kuro-koji-kin fermentation tea “Yamabuki-nadeshiko” based on such experimental back bone and our passion to support organic green tea farmers with expanding the possibility of organic tea.

“Yamabuki-nadeshiko” tea is processing in bioclean room, using unique kuro-koji-kin that patented and passed food safety testing, and it’s processing flow is whole new “Microbial fermentation control process” .

Fermentation process is very sensitive and wouldn’ t succeed without our expert tea master’ s experience and intuition.

Sterilization process before microbial fermentation brought refreshing natural aroma and rich taste.

Natsumi Osada

OSADA SEICHA COMPANY

長田夏海

Natsumi Osada



Organic Tea farmer in Haruno town



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01

## What's about microbial fermentation process.

Fermentation process has created by Mr,Denbee Kawamura who is called as “Father of Shizuoka-Kobo” . He had been spend most of time carrying out research of Japanese Sake-kobo. And as a result of his effort, now Japanese Sake made in Shizuoka are won international recognition. Not like black tea and Pu'er tea, this microbial fermentation tea is processed in clean room and only using patented kuro-koji-kin with unique Japanese origin processing flow. As like Sake, Miso and Soy-sauce, fermentation processes are familiar in Japan since ancient time and because of such historic strength, microbial fermentation process has born. Fermentation process creates ingredients that are effective for diet and fitness.



Mr,Denbee Kawamura

Natural aroma, Good Taste, Safe & Healthy tea,  
that's our “Yamabuki-nadeshiko” .  
“Yamabuki-nadeshiko” is using  
Japanese Sake fermentation experiences to a Tea,  
and opens a new door for tea.





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## Processing at Clean room!

At totally controlled clean room, after sterilization of raw material(Tea leaves), then only use patented kuko-kouji, makes Yamabuki-nadeshiko Tea as quite clean, natural aroma and good taste.



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Shizuoka News dated mar23, 2011

## New element found in microbial fermentation tea

Microbial research and development company "RIVERSION" located in Fukuroi City, Shizuoka-Pref ( President: Denbee Kawamura ) found two new polyphenols in his developed microbial fermentation tea. These two polyphenol suppress the enzyme of diabetes based on adult disease. Joint research has made with Shizuoka-Univ and Saga-Univ. Japanese Patent Office will publish this on Mar24, 2011. Microbial fermentation tea is innovative tea using a microbe which is scientifically confirmed not to make aflatoxin.

It's raw material is Japanese Green Tea and while processing ( moisture control – sterilization - microbial fermentation ), catechin has degraded and new polyphenols are created..

These new polyphenols are named "Teadenol A" and "Teadenol B" .

Test of eighteen obese rats shows visceral fat, neutral fat and cholesterol has decreased and weight has also lowered for all eighteen rats. This microbial fermentation tea also passed food safety testing.

Mr. Kawamura expressed that "raw material of this microbial fermentation tea is Green Tea which provides stable production throughout a year.

In addition, tea with high catechin is suitable for raw material, can utilize second flush green tea, this new tea will save Japanese tea farmers" .

**「微生物発酵茶」に新成分**

袋井の技術会社発見

河村伝兵衛社長

袋井市松原の発酵技術開発会社「RIVERSION」の河村伝兵衛社長(68)は、自身が開発した微生物制御発酵茶の中に2種類の新しいポリフェノール成分を発見した。細胞レベルの実験で、生活習慣に由来する糖尿病を引き起こす酵素の生成を抑える効果があると分かった。静岡大、佐賀大などの共同研究。特許庁が24日に公報する。

微生物制御発酵茶は、アフラトキシン(カビ毒)を作らないことが科学的に確認され

**2種類のポリフェノールの糖尿病に効果**

た微生物を利用する新しいジャポリーフェノールになるという。原料は一般的な緑茶(tea)、伝兵衛ポリフェノールの荒茶で、水分調整・殺菌・微生物発酵などの工程を経る中で、渋味、苦味の原因であるカテキン成分が分解される。それら成分が微生物によって新しい

河村社長は、微生物制御発酵茶の原料が荒茶である点を重ねて強調し、「年間を通じて安定した生産が可能」としている。カテキン含有量が高い茶が適していることから、二番茶の有効な活用に期待が持てるとし、「茶業振興が図れる」と話している。

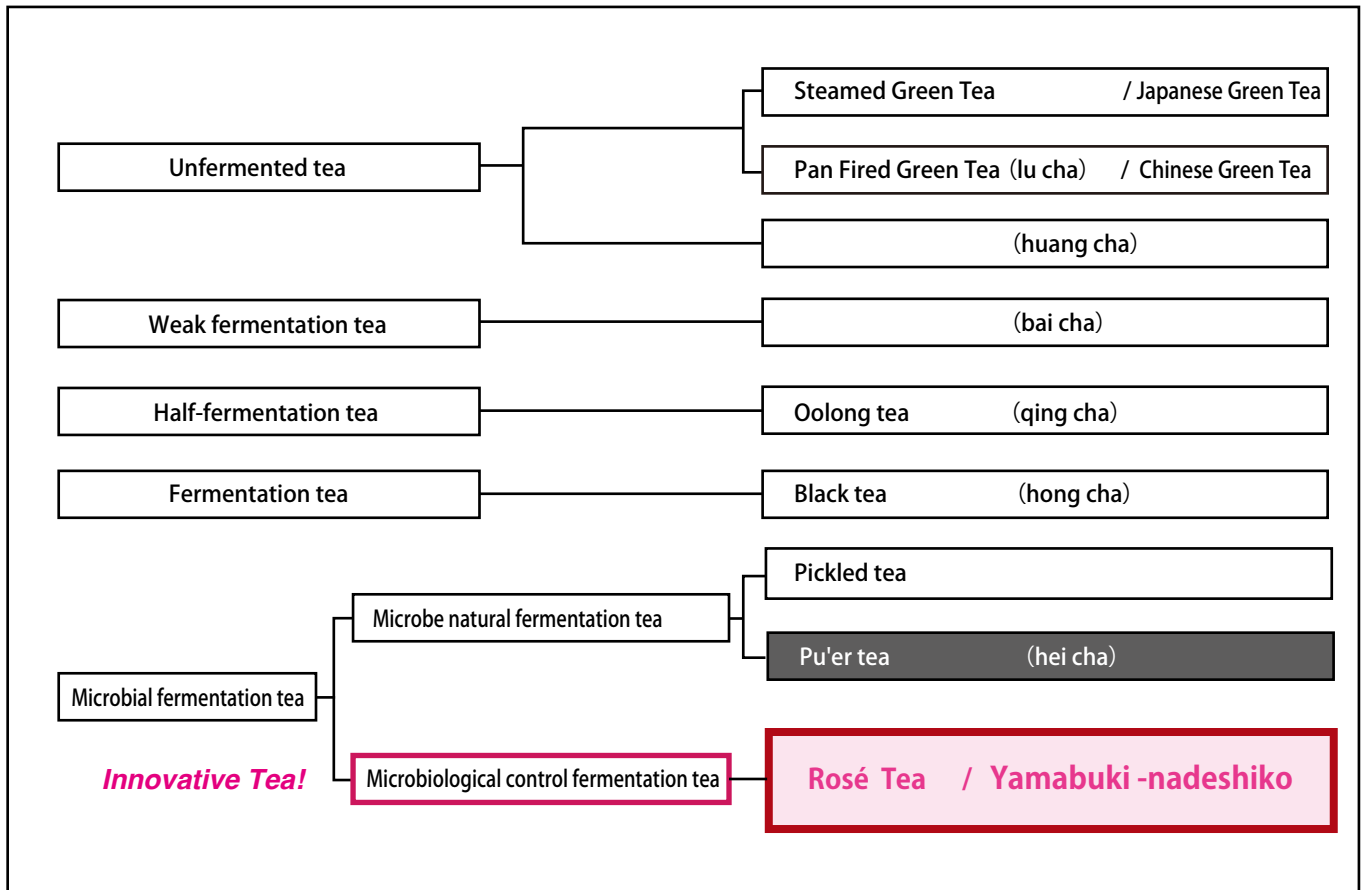
微生物制御発酵茶の茶葉



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## ●The tea new classification in the new world





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