



【Concept of shin rin yoku from Hinohara】

“Bring Nature's Healing to Your Everyday Life”

Be embraced by Hinoki,

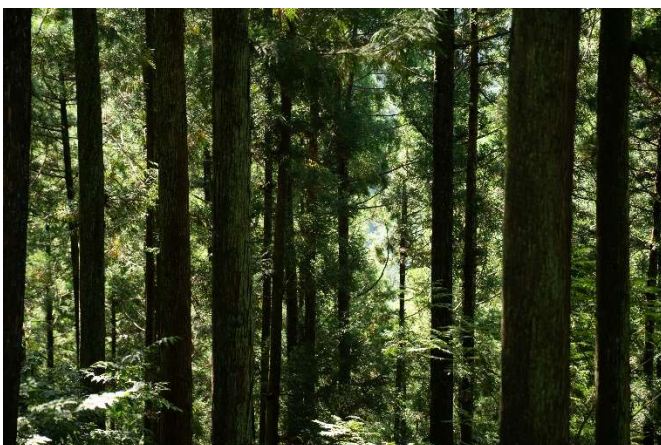
Feel connected to nature with your whole body.

shin rin yoku from Hinohara is a brand seamlessly integrating daily life with nature, offering the purest nature healing experiences in everyday life. By understanding and harnessing the rich characteristics of natural Hinoki, we craft products that enhance comfort, contributing to well-being in harmony with nature.

【Features】

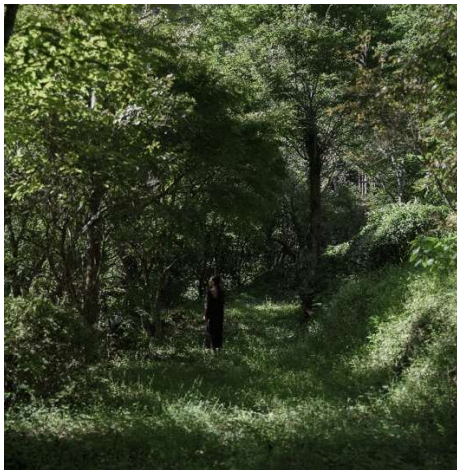
100% Hinoki

shin rin yoku from Hinohara seamlessly blends everyday life and nature. The products, made entirely from Japanese cypress, allow you to immerse yourself in the healing power of forest bathing.



[Hinoki]

- Hinoki (Japanese cypress) has been a cornerstone of Japanese life since ancient times.
- It boasts higher essential oil content than other woods, with outstanding qualities such as strength, insect resistance, antibacterial properties, and odor resistance.
- Even after logging, Hinoki continues to emit high levels of phytoncides, known for reducing stress hormones, lowering blood pressure, providing anti-inflammatory effects, enhancing the immune system, and normalizing heart rate.
- The world's oldest wooden buildings utilize cypress.
Trees reach a maximum strength 200 years post-logging and maintain equal strength at 1000 years as at the time of logging.
- Particularly effective as insect repellent, has antibacterial properties, and aids in dehumidification.
- The aromatic scent of Hinoki exerts a powerful influence on mental and nervous stability.



【Shin Rin Yoku】

“Shin Rin Yoku” translating to Forest Bathing, is a Japanese wellness practice that has garnered global attention. This method invites individuals to immerse themselves in the forest, inhale the crisp air, and regulate both body and mind. The Washington Post has highlighted it as "popular in the U.S. as the latest fitness trend, following yoga."

Scientific studies have confirmed the numerous benefits of forest bathing, leading to its encouragement in the U.S. due to its proven advantages, including stress reduction, anti-inflammatory effects, blood pressure regulation, improved concentration, immune enhancement, antibacterial and antiviral properties, and mental stability.

【Basic Fragrance】

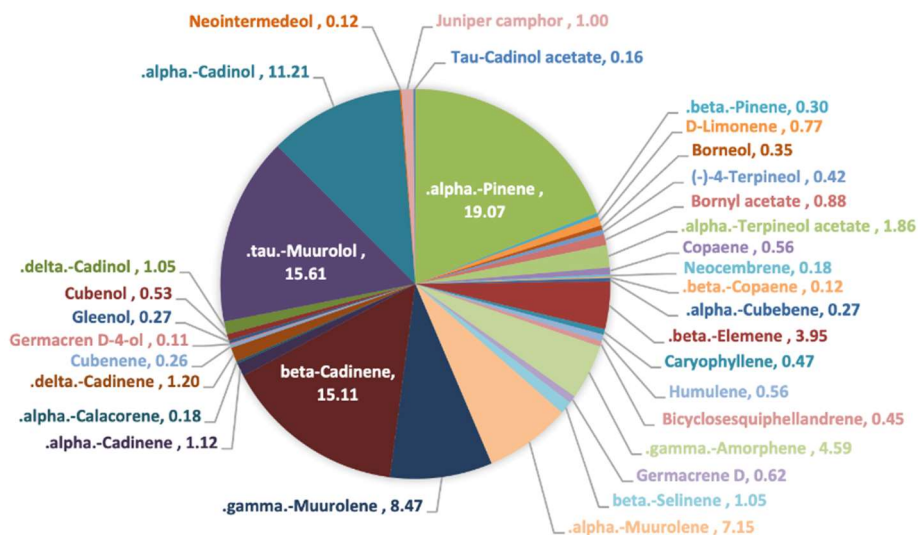
Two fundamental fragrances emerge from essential oils extracted from the cypress tree, each derived from different parts of the tree with unique effects on the human body. The AM (Energy Charge) / PM (Meditation Time) series offers both fragrances, originating from the same cypress tree – AM from the trunk and PM from the leaves.

AM [Cypress Trunk] Energy charge with a sense of peace

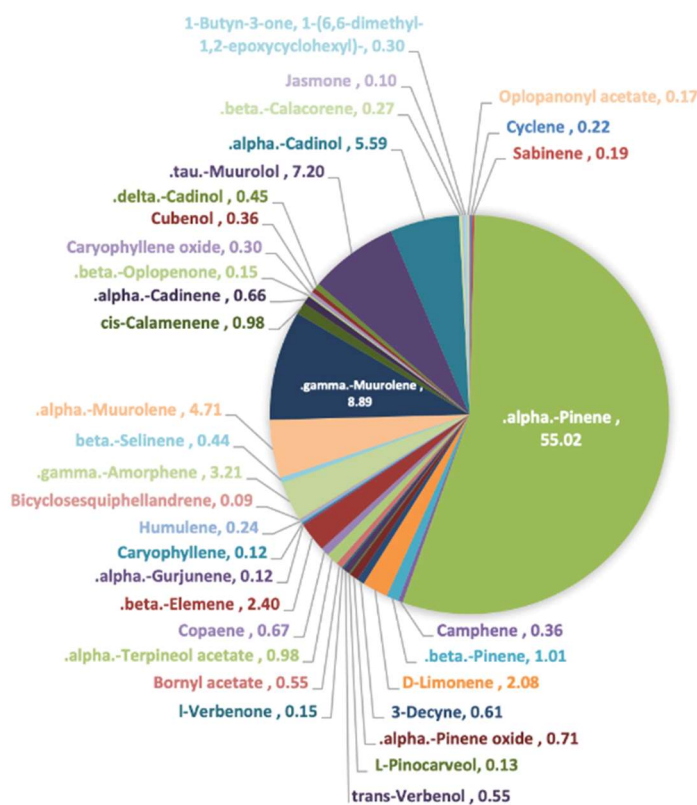
Usage: Upon waking up, morning meditation, recharging energy before starting training.

PM [Cypress Leaf] Meditation time with a sense of peace

Usage: Bedtime, night meditation, cooling down after training.



AM [Cypress Trunk]



PM [Cypress Leaf]