

Packed with Coupons and Tips
for a Healthy Life!

TAKE FREE

AZAMINO STYLE

2019 SUMMER

vol.38

Start of Special Clinical Research:

Interview with Yoshio Shimotori,
Creator of the Ultra-Ma

ALLISON HOUSE Cafe AZAMINO:

A Focus on Health, the Environment,
and Safe and Natural Ingredients

Brain & Body Store®:

Provider of Physical Health Promotion Apparatus

BIOESPERANZA Azamino

Showroom 36.5°

Online
Digital
Book



Japanese



English



Chinese

Online only
coupon
available!



ALLISONHOUSE CAFÉ AZAMINO



FREE Indoor Seating: 35



Enjoy the weather on sunny days with outdoor seating

Outdoor Seating: 6 Pets Allowed Smoking Allowed



New

Bottega Baci Organic Soda
Bottega Baci (355 ml): ¥530 per bottle (all flavors)

These organic soda beverages are made using natural, carbonated water and organic ingredients.
Flavors (pictured from left) include Sicilian lemon, blood orange and pomegranate.



Salted Caramel Latte
Hot/Iced: ¥520

Savor the sweet-tasting, delicious combination of espresso and salted caramel.

Soft Serve: from ¥400

- Vanilla • Matcha green tea
- Premium chocolate
- Muskmelon (seasonal flavor)



The season for
chilled and frozen
desserts
has arrived!

ALLISON HOUSE Cafe
AZAMINO is a station-front
cafe that focuses on health,
the environment, and safe and
natural ingredients.
The shop's soothing, high-class
interior design helps relax both
body and mind.

New



No-bake Cheesecake: ¥530

Made using certified-organic blueberries from the Rokugatsu-no-mori blueberry farm in Sano City, Tochigi Prefecture, along with fresh yogurt. Features rich flavor accompanied by melts-in-your-mouth texture.

Parfaits: from ¥650

- Matcha green tea, rice dumpling and bean paste
- Mango and vanilla
- Chocolate and berry



ALLISON HOUSE Cafe
AZAMINO



Laundry Mag-chan: ¥1,944

A novel laundry accessory using high-purity (99.9%) magnesium that cleanly removes mold, grime and other causes of unpleasant odors that occur when hanging laundry up to dry indoors.



Customers can look over and try out various beauty- and health-related products, reading materials and health-promoting apparatus.

Bath Mag: ¥13,324

Enjoy a natural, environmentally friendly hydrogen bath with magnesium-generated alkaline-ion hydrogen water.

ALLISON HOUSE Cafe offers
health-related products,
information and more.



Baby Mag-chan: ¥2,592

This laundry accessory, gentle on the body and environmentally friendly, is made using natural netting containing magnesium of only the highest purity levels. Simply toss it in the washer along with your laundry!



Laundering Bag Mag-chan: ¥3,888

A mesh laundering bag that's perfect for customers with sensitive skin, and also for washing organic, pesticide-free cotton garments. No laundry detergent or softener is required when using this product.



HAPPY HOUR 16:00 start!

- Draft beer (Heartland)
- Scotch whiskey (Dewar's, with water or soda)
- Bourbon whiskey (Jim Beam, with water or soda)
- Smirnoff Lemonade
- House wine
- Organic apple juice and orange juice
- Blended coffee (available from 6:00 p.m.)



APPETIZERS

- Chips and salsa
- Prosciutto and grated carrot
- Daily special

all 390 yen



Available for after-parties,
meetings and get-togethers!

Advance food reservations may be required.
Please contact the cafe for details.

ALLISONHOUSE Café AZAMINO

045-532-6178

Sansara Azamino Bldg.
1st floor, 2-9-13 Azamino, Aoba-ku,
Yokohama

Open 11:30 a.m.-8:00 p.m. (last order
at 7:30 p.m.) Open every day



TripAdvisor is the world's
largest travel website



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¥50 Off
Blended Coffee

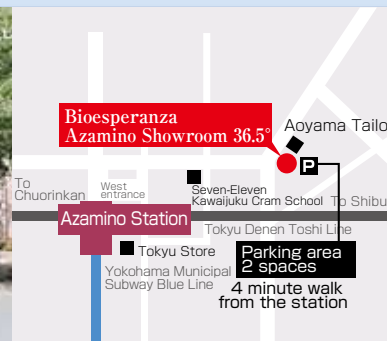
Limited to 1 use per customer.
Valid Until August 31, 2019



Show Your WEST END Card!

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Any Drink

Not valid during happy hour.
Limited to 1 use per customer.
Valid Until August 31, 2019



045-905-3365
045-905-3369

2F 5-35-1 Utsukushigaoka, Aoba-ku, Yokohama
all year round 10:00 ~ 17:00



Member of The Society for Integrative Medicine Japan
Member of the The Japan Home-Health Apparatus Industrial Association
Research Institute for At-home Healthcare Products, Approaches and Ideas
Member of the Presymptomatic Care Industry Research Association
Member of the Rare Sugar Promotion Association
Member of the Dementia with Lewy Bodies Research Association
Member of the Japan Society for Dementia Prevention

If you find a product that is even one yen more expensive than another store, please notify our staff.



Magnesium-powered Bathing and Clothes Washing that is Gentle on the Body and Environmentally Friendly

Mag-chan uses high-purity (99.95%) magnesium. Placing this product in the water harnesses the unique properties of magnesium to generate hydrogen bubbles, creating alkaline hydrogen water. Try this new method of bathing and washing clothes, which is gentle on the body and safe for the natural environment.



Bath Mag

Simply add Bath Mag to the water before getting in the bath to create a magnesium-generated, low-alkaline-ion hydrogen bath in your tub. Magnesium is an all-natural ingredient, making this product safe to use even with infants and people with sensitive skin.



Laundering Bag Mag-chan

This product uses high-purity magnesium in place of laundry detergent and softener to remove dirt, odors and more. Boasting approximately ten times the odor-break-down performance of synthetic laundry detergents, this laundering bag is perfect for washing organic cotton clothing, and for use by customers with sensitive skin!

Laundry Mag-chan

Removes odors, cleans the washing machine, and eliminates bacteria, leaving both your clothes and the washer clean! Simply add Laundry Mag-chan in with your load of laundry to fully prevent unpleasant odors that occur when hanging laundered clothes up to dry indoors. Furthermore, this product gradually removes mold, grime and other contaminants from the drum, hose and other parts of the washing machine.



Baby Mag-chan

This product is designed to provide clean laundry that is gentle enough on the skin for infants to use. It doesn't contain the chemicals found in surfactant-type detergents, aromatic agents and other washing products, and is designed to reduce the harmful skin effects of residual chlorine in tap water.

BIOESPERANZA® products are certified physical health promoting apparatus.

We recommend the BIOESPERANZA Meguribi product line made with newly developed BIOESPERANZA® technology, which uses a base material that emits high levels of infrared radiation at ordinary temperatures.

In April 2019, the Japan Home-Health Apparatus Industrial Association certified BIOESPERANZA products as physical health promoting apparatus.



Meguribi Vest

The Meguribi Vest gently warms the upper body, serving to get the body up and running during pre-workout warm-ups and acting like a mild-temperature bath to re-invigorate and regenerate during post-workout cool-downs. Unisex and women's models are available.

(Products pictured are currently under development)



Meguribi P-Type

Place it in the specially designed case and wear it on the outside of your clothing.



Meguribi Chargers (For Heels)



Meguribi Aero-Dome Shaped Belt



Meguribi Palm Guards (For Hands)



Meguribi Face Mask

Recommended

Self Care Club

Bi V - Unlimited use at a set price “Self Care Club”

Women only
No reservation required

Even if you don't like exercise, you can still obtain beauty and health with passive exercise.

Membership applications will no longer be accepted once each membership option is full.



<Member benefits>

- (1) Showroom products can be purchased at a special price
- (2) Invitations to seminars and events at a special price

Come to the store empty handed!

No change of clothes required

No makeup adjustments required

Admission fee ¥2,000 (tax included)

Member type	Monthly members	〈Times available〉	
		Weekdays 10:00~14:00	Weekdays 14:00~17:00
Full members (Limited to 5 persons)	¥10,800	○	○
Weekday members A (Limited to 10 persons)	¥5,400	○	-
Weekday members B (Limited to 10 persons)	¥5,400	-	○

Menu

Head care using ultrasound
Ultra-Ma (for the head)



Self Care Club 20 minutes
30 day paid rental plan ¥48,000
Showroom demo ¥1,000/20 min

Applying impulses to the deeper reaches of the body using ultrasound
Ultra-Ma (for the body)



Self Care Club 20 minutes
30 day paid rental plan ¥120,000
Showroom demo ¥2,000/20 min

Listen through your ears and relax
Brain On



Self Care Club 30 minutes
30 day paid rental plan ¥30,000
Showroom demo ¥500/30 min

Destressing the body with gentle vibrations
Tap Master



Self Care Club 15 minutes
Showroom demo ¥500/15 min

Better health through spine maintenance
Ceragem Master V3



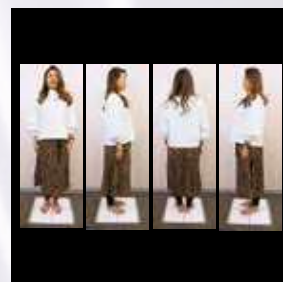
Self Care Club 30 minutes
Showroom demo ¥1,000/30 min

Simple absorption of high concentration hydrogen
Hydrogen inhaler La Briller LUXE



Self Care Club 15 minutes
Showroom demo ¥500/15 min

Analyze skeletal distortion and muscle hardening and shrinking
Peek a body



Self Care Club 15 minutes
Showroom demo ¥2,000 / One measurement 15 min

Resolve eyesight problems with ultrasound
Futawa Sonic



Self Care Club 10 min for one eye

Showroom demo

“Showroom demos” allowing an easy way to try out products without needing a reservation

“Showroom demos” offer a fantastic way to try out products that have caught your eye for a reasonable price. Please inform staff that you wish to try a demo when coming to the store. You can also combine demos together to try out multiple products at the same time.

30 day paid rental plan

A “30 day paid rental plan” helping you better familiarize yourself with products being tested

We also offer a “30 day paid rental plan” for customers wishing to try out a product many times over during a set period to verify its effect. This option is ideal for those unable to frequently visit the Showroom, and people wanting their parents living in remote locations try out a product.



Paid rental procedure

Showroom inquiry

Free member registration/
Decision on rental products

Payment/Shipping of rental products

30 day trial

Product return

Advice from a Certified Nutritionist

Simple Summer Nutrition Tips



Dietitian Mari Tomoyasu

Qualifications: Dietitian, nutritionist

As Japan entered the first year of Reiwa, the new imperial era, many people were looking to get a fresh start in life. Unfortunately, the unusually long "Golden Week" holiday and dramatic temperature fluctuations that accompanied the first days of Reiwa left many feeling fatigued or exhausted. In order to counter this, I suggest larger doses of vitamin B. Insufficiencies in this vitamin B1 can reduce carbohydrate-metabolizing performance, resulting in an accumulation of lactic acids in the body which often leads to feelings of listlessness and fatigue. Foods such as pork, brown (whole-grain) rice, and liver contain large quantities of vitamin B1, and you can fight fatigue by actively consuming these. Allicin, which is found in garlic, onions, garlic chives and so forth, is helpful when eaten along with said foods, as it promotes greater vitamin B1 usage by the body. However, because allicin is weak to high temperatures, dishes such as chilled salad with cooked pork and early-harvested onions, which is made using uncooked onions and thus preserves their allicin content, are ideal. In addition, condiments such as citrus-based dressings and ponzu sauce are helpful, as they contain large amounts of citric acid which promotes increased appetite (to counter dwindling appetites during the hot and humid months) and helps the body recover faster from fatigue. Give these culinary options a try for yourself!

Speak with us on anything that concerns you with your dietary and nutritional habits.

Consultation times are every Friday 14:00-17:00. Available free of charge.

Those interested are asked to drop by the Showroom.

Brain&Body Lab™ Jimbocho Showroom

A dedicated business negotiation space for clinics, nursing facilities and sports institutions.

Please make a reservation by phone before arrival.



0120-728-365

Add 2F Ubis Kanda Jimbocho, 2-10
Jimbocho, Kanda, Chiyoda-ku, Tokyo



interview

Yoshio Shimotori
Ultra-Ma Developer, Ueyama Seisakusho Co., Ltd.

Ultra-Ma stimulates the cranial area



What was your initial inspiration for developing the Ultra-Ma?

As a technical expert, I have been involved with computer memory for the last fifty years, and through that experience I have learned a fair amount about human memory mechanisms, recall methods and so forth. At one point I began to wonder if stimulating the cranial area might have benefits to the patient, which led me to the idea of creating the world's first cranial ultrasound irradiation device.

Were you working together with Doctor Kosaka at that time?

A few years after I began development of the Ultra-Ma, I saw a conversation on television between Minister of Health, Labour and Welfare Yoichi Masuzoe, and Doctor Kenji Kosaka who was already an authority on DLB [dementia with Lewy bodies]. Afterward, I introduced

myself to Doctor Kosaka, and we became an inseparable team.

Is your approach of stimulating cells in this way a novel idea?

Yes, it's akin to playing sports casually in order to gently strengthen the delicate cranial section of the body. In order to deliver energy in the form of vibration to the extremely tiny cells within the cranium, gentle and small stimuli are best. Pursuing a gentle, stress-free "work-out" in this way does not create any negative side effects.

Various types and strengths of ultrasonic wave exist. Which did you focus on using in the Ultra-Ma?

I focused on waves that can impart extremely minute vibrations to the interior of the head. Because the cranium is filled with fluid, adopting the frequency of waves used by dolphins to communicate underwater seemed like it would facilitate an

efficient means of conveyance.

The Ultra-Ma's output strength is about 1/2000th of the roughly 3-watt output seen in ultrasonic therapy apparatus used to heal injuries in athletes. These tiny vibrations basically "stroke" or "caress" the cells at high speeds; each time the Ultra-Ma emits a beep, the cells are gently vibrated 9,000 times. When you run your finger along the rim of glass of water to create a sound, this distributes the vibration energy evenly throughout the glass and thus creates uniform ripples across the water's surface. In the same way, the Ultra-Ma's small vibrations are distributed readily throughout the cranium,

which results in the patient feeling reinvigorated and refreshed.

I believe the Ultra-Ma can be of great use throughout the world, and I plan to harness my passion for this project as I move forward with continuing development efforts.

jRCT publishes overview of special clinical research using the Ultra-Ma

The Japan Registry of Clinical Trials (jRCT), a public database for information on special clinical research projects, has published an overview of the Clinical Research Project on the Effectiveness and Safety of the Ultra-Ma.

Ultra-Ma to be exhibited at WPC 2019

The World Parkinson Congress (WPC) is an international event where medical professionals, caregivers, patients and patients' families gather together to discuss the latest research results, treatment efforts, and current state of caregiving in regard to Parkinson's disease. The general incorporated foundation Japan Self-Care Society will exhibit at the 5th World Parkinson Congress (WPC 2019).

Event Dates: June 4 (Tue.) to June 7 (Sat.), 2019
Event Venue: Kyoto International Conference Center
U R L : <https://wpc2019.org>



Ultrasonic irradiation device for maintaining bodily health

The 30-kilohertz ultrasonic waves emitted by the Ultra-Ma are at a frequency inaudible to human ears, and these waves provide gentle stimuli to help preserve bodily health. Just like when dolphins communicate with each other underwater using ultrasonic waves, the Ultra-Ma emits low-frequency vibrations that place no stress on the body.



Ultra-Ma ultrasonic irradiation device (cranial)

A pair of 30-kilohertz ultrasonic acoustic vibration devices are affixed to the sides of the frontal cranium area (forehead), and musical vibration devices are affixed to the left and right sides of the head.



Ultra-Ma ultrasonic irradiation device (body)

This version of the device, which has about ten times the output strength of the cranial device, is affixed to the abdomen. Strength can be adjusted as required, from zero to the maximum.

Product Specifications

Product Name	Ultrasonic Cranial Massager	Ultrasonic Body Massager
Model No.	Model UM-123	Model UM-124
Output Wave Frequency	30kHz ± 5%	
Ultrasonic Wave Instantaneous Maximum Drive Output	0-10 mW	0-100 mW
Musical Vibration Output	0-2 mW	
Motor Vibration	-	0.5 w (special specifications)
Timer	10 min. / 20 min. (default settings)	
Installed Mozart Pieces	Serenade, Divertimento, Three German Dances	
Controller Unit Size	11 (W) × 19 (H) × 6 (D) cm	32 (W) × 23 (H) × 7 (D) cm

(We also offer custom-made cranial ultrasonic irradiation devices with four ultrasonic output points)