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TAKE FREE

AZAMINO STYLE

2019 SPRING vol.37

Improving Dementia with Ultrasonic Therapy

Shining a bright ray of hope for an increasing number of patients with cognitive diseases

Professor Hiroaki Shimokawa, Department of Cardiovascular Medicine, Tohoku University Graduate School of Medicine

Online only coupon available



A criteria for consumers to choose health products with confidence

Physical condition improvement equipment standard now established! Available online as an e-book

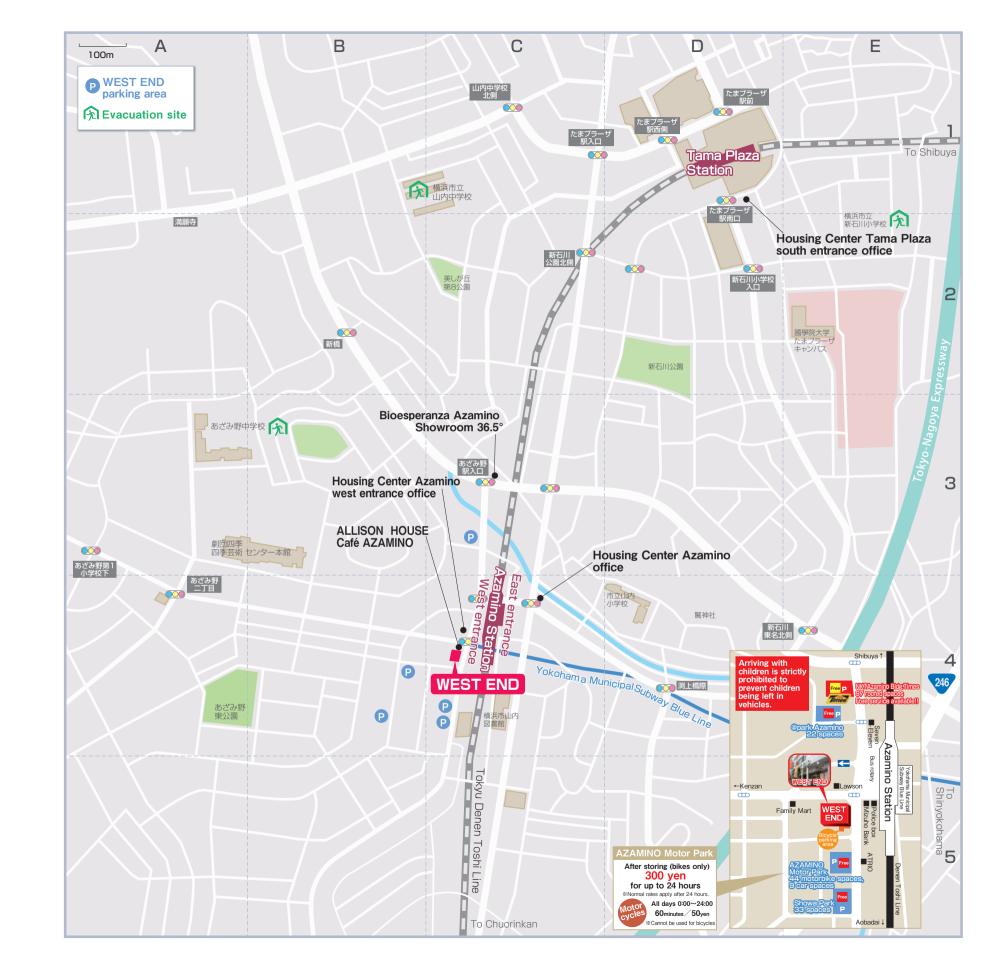


AZAMINO STYLE. 2019.SPRING Vol.37 CONTENTS 02 Contents/Map of Azamino 04 Improving dementia with ultrasonic therapy.

Shining a bright ray of hope for an increasing number of patients with cognitive diseases. Professor Hiroaki Shimokawa, Department of Cardiovascular Medicine, Tohoku University Graduate School of Medicine

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Limited coupons only available with the Azamino STYLE WEB version!



interview

Improving dementia with ultrasonic therapy. Shining a bright ray of hope for an increasing number of patients with cognitive diseases.

With there being no standout effective treatment for dementia, all eyes turn to Tohoku University Hospital as they begin trials aimed at the practical implementation of this radical new treatment.

We heard from Professor Hiroaki Shimokawa, the person in charge of this astonishing new development.

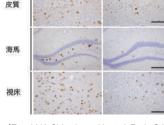
----What prompted your involvement in the development of radical, cutting-edge medical treatments using ultrasonic therapy to prevent and treat dementia?

As a cardiologist the heart in my area of specialty. I first looked to impulse waves as a potential way to treat heart disease using sound waves for patients unable to receive an operation. As the result of basic research into this area. I found that impulse waves around 1/10th the strength used to break down ureteral stones and renal stones effectively increased blood vessels. This method of treatment was recognized as an advanced medical treatment in Japan in 2010.

Following this, I wondered if there was a way to reproduce this effect with ultrasonic waves, and this kicked off around two years of basic research with one of the world authorities in the field of ultrasonic waves - Professor Kanai from the School of Engineering. As a result of these efforts, we found that ultrasonic waves could produce an almost identical vascularization effect as that with impulse waves under special conditions. We have now gotten to a stage where treatments on patients with severe cases of angina are almost at an end, with reports coming in nationwide that such a treatment has been incredibly effective. We have heard no reports of condition deterioration, with the safety of the treatment held in high regard.

When arriving at the idea to apply

Build up of amyloid β (black dots) protein clearly reduced with the application of ultrasound therapy (Model mice with Alzheimer dementia) マウス(アルツハイマー型認知症) 未治療群 LIPUS治療賞 脳全体 皮質



(Eguchi K, Shimokawa H, et al. Brain Stimulation. 2018:11:959-973.)

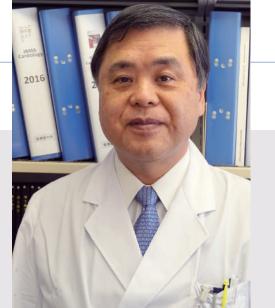
ultrasound therapy for heart diseases. I also pondered on the potential to apply this to dementia. While the pathology of heart and brain diseases differ, both are based on circulatory disorders. Angina occurs in the heart, and dementia occurs in the brain because of a lack of blood flow in the veins. Therefore, I had an idea that ultrasound therapy could work on dementia provided that the circulatory disorder in the brain could be mended.

In experiments using mice, I irradiated model mice with dementia with ultrasonic waves. This led to the formation of new blood vessels. and the condition of the mice improved.

This led to advanced, detailed reviews into reproducing this effect in the human brain, and the development of specialized equipment before therapy treatments finally began in 2018.

results?

The clinical trial we are running is split into two components. The first component has finished, which was a trial on five patients focused on the safety of the treatment. As of now no patients have shown any signs of side effects. With safety



Professor Hiroaki Shimokawa

Department of Cardiovascular Medicine, Tohoku University Graduate School of Medicine

verification complete, we will start full-fledged clinical trials in February 2019, splitting patients into two groups of 20, a placebo group and a treatment group.

----What are your thoughts on prevention?

Exercise, conversation and brain training exercises are some good ways to prevent the onset of dementia. The increase in blood flow is a common element to all of these activities. My treatment applies ultrasonic waves to effectively increase blood vessels, and improve the blood flow. An improved blood flow help reduce amyloid β and tau protein, shown through chronic inflammation. The introduction of ultrasonic wave-led preventive care and treatments could pave the way for a future where people could drop by the clinic on their way home from work for an hour-long ultrasonic wave preventive care session while listening to their favorite music.

—While ultrasonic waves sound simple on paper, in reality ultrasonic waves come in many forms, don't they?

The ultrasonic waves used to treat dementia is in the form of low in-

tensity pulsed ultrasound (LIPUS), which varies from the ultrasonic waves used for echocardiograms and abdominal ultrasounds. Additionally, the ultrasonic waves used are matched to the conditions of the human brain. Simply applying the ultrasonic waves used for the heart to the temple will not have an effect. What is important is that low intensity impulse wave and low intensity ultrasonic waves work according to the same mechanism. We have identified that if you apply stimulation to a complex cell membrane consisting of β 1-integrin and Caveolin-1, a chemical signal reaches the nucleus accentuating the expression of the essential factor required for vascularization, which eventually leads to NO (endothelium type nitrogen monoxide) being produced, increasing and expanding the blood vessels to alleviate chronic inflammation. This has been made clear down to a molecular level, with development on a treatment now underway.

---Clinical results are about to start coming in. That's something to look forward to.

In contrast to medicinal treatments, ultrasound therapy is completely safe, having produced no side effects in terms or liver or kidney

damage, and I personally hope it is proved effective. Further, where I feel that ultrasound therapy really excels is in the ability to irradiate specific areas of the heart and brain and only have areas lacking in blood flow react, meaning that blood vessels do not increase in areas with a sufficient blood flow. Only areas where blood flow is poor show an improvement, with vascularization stopped when a sufficient blood flow has been established to prevent of overproduction of blood vessels. This is a critical phenomena that goes beyond the realm of human understanding.

The human body is said to contain a notable amount of latent self-healing capabilities that go unused. Curiously, providing a physical stimulation using the low intensity pulsed ultrasound we have discovered helps patients recover while keeping to their own organization and program. All we do is provide a helping hand. Dementia patients are now increasing at a rate of 10 million every year

worldwide, representing a serious social issue. I hope to spread the application of this ultrasound therapy treatment not just throughout Japan, but to the rest of the world as well as part of my contribution to the betterment of mankind.



Parking area

1 No.

4

3

Measuring and

care area

entrance

Care Clu 2

Dressing

Self Care Club

Customer

2

The Tap Master is no

simple vibration machine

Tap Master

ception area Shelf

Passive exercising through

that taps the body with a rhythmical tap tap tap. This is

entle stimulation

P

Spring is almost upon us. Why not start caring for your body with some passive exercises?

With the cold winter behind us, and the warm weather of spring upon us. it is also a time to boost our metabolism. We all want to lose the fat and metabolic waste built up over the cold winter months just like taking off those extra layers of clothes as the weather warms up. Why not start slowly looking after your body to bring a bit of cheer to your body and mood? Passive exercises are a great alternative for those of us that do not like exercising.

1 Preserve your health with an ultrasound machine!



The 30 KHz ultasonic waves used by the Ultra-Ma is at a frequency imperceptible to the human ear. This gentle ultrasound stimulation helps preserve your health. The slight vibrations produced are on a similar level to the ultrasonic waves dolphins use to communicate with one another under the water, and will not tax the body.

a tuning machine designed to relax and settle the body. perfect for Japanese people leading stressful lives

Ultrasound machine Ultra-Ma (for the body)

This produces ultrasonic waves 10 times the intensity of the head equipment, to be directed at the abdomen. Users can freely adjust the frequency to their liking. from 0 up to the maximum setting.

A great way for persons not interested in exercise to warm up the body and raise their metabolism with stretches









Bioesperanza[®] All-purpose Band

※ If you are interested in

a demo or renting this

product, please see pag-

es 8 and 9.

4 The best friend for swimmers looking to swim fast while maintaining a beautiful form!

This swimsuit aids swimmers swim in a position that reduces pressure drag by closing the distance between the center of buoyancy and the center of gravity to "zero" as much as possible. This is particularly recommended for swimmers who nd it dif cult to improve their times and easily sap their strength due to the lower body dipping below the water's surface. A tting room is available for you to try on and test the size of the swimsuit.

Ladies

Junior, junior plus, SS, S, M, L, XL

[Ladies/Mens]

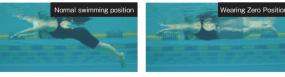
the ultimate degree

top-level athletes.



Zero Position Series [Unisex]

Wearing Zero Position swimwear helps swimmers naturally learn and stick to swimming positions that reduce drag.



(day and night) 10 ml each

aroma sticker

A stick-on type Urakami Style An aroma oil developed by Professor aroma oil that is af xed over your Katsuya Urakami, a pioneer in the eld of clothes. Comes in a day and night dementia research.



Standard price ¥3 078 (with tax)

Recommended products Urakami Style aroma oil New Brain On

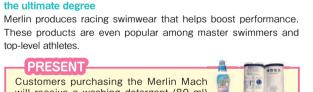


The Brain On outputs pure sound waves, an advanced patented technology that utilizes a broad band of low and high frequencies outside of the hearing range of the human ear.



Standard price ¥518 400 (with tax)

Standard price ¥1,944 (with tax)



PRESENT Customers purchasing the Merlin Mach will receive a washing detergent (80 ml) specially intended for high-speed swimwear, or an instantaneously water-absorbing towel!

Merlin Mach - Swimwear that minimizes water resistance to



🗶 MERLIN

Mens

Urakami Style

Brain & Body Store[®]

allowing free trials

a045-905-3365



Seven day free rental plar

Introducing a "seven day free rental plan" for consumers wishing to try products before they buy. Register as a Showroom member (free of charge) to be able to take back rental products on the very same day. Rental products will be delivered all over Japan for persons who cannot come to the store in person.

A "seven day free rental plan"

Free rental procedure
Showroom inquiry 045-905-3365
Free member registration/ Decision on rental products
Shipping of rental products
Seven day trial
Product return

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 eve 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" ${\rm helping\ you}$ better familiarize yourself with products being tested

drop by the Showroom.

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.





One-point lesson on the nutrients of spring



Spring is a period of change for both body and mind. Spring is the perfect time to get rid off all the metabolic decomposition byproducts of a decreased metabolism during the cold winter. Short-neck clams, which come into season during spring, are full of a nutrient called taurine, which helps liver function. Taurine enhances the detoxication function of the liver, helping rid the body of metabolic decomposition products. Additionally, the bitterness in edible wild plants, which also come into season during spring, can be expected to produce a detoxi cation effect. Sprouts such as rape blossoms, the edible ower bud of the fuki plant, and Japanese angelica tree sprouts should be actively sort after as vegetables particularly brimming in vital energy. A short-neck clam and rape blossom pasta, dressed with vinegar and miso made from Japanese angelica tree sprouts is a simple detox dish to try. Why not try this to rid yourself of the winter weariness and excess metabolic

decomposition products to help put the spring in your step during spring.

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

Dietitian Mari Tomovasu Qualifications: Dietitian, nutritionist

Self Care Club Bi V - Unlimited use at a set price "Self Care Club" Even if you don't like exercise, you can still Come to the store No change of obtain beauty and health empty handed! clothes required . adiustments required with passive exercise. Admission fee ¥2,000 (tax included) Membership applications ⟨Times available⟩ Monthly members 10:00~14:00 14:00~17:00 10:00~17:00 will no longer be accepted Member type once each membership option Full members 0 0 ¥10,800 (Limited to 5 persons

<Member benefits>

is full.

Recommended

- (1) Showroom products can be purchased at a special price (2) Invitations to seminars and events at a special price
- 0 Weekday members A ¥5.400 0 (Limited to 10 persons) Weekday members B 0 ¥5.400 (Limited to 10 persons) Saturday, Sundays and public holiday members ¥5.400 0 imited to 10 persons

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

Self Care Club 20 minutes

¥48,000

howroom demo ¥1,000/20 min

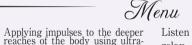
Better health through spine

elf Care Club 30 minutes

¥1,000/30 min

Ceragem Master V3

maintenance



Listen through your ears and relax Brain On Ultra-Ma (for the body)

Destressing the body with gentle vibrations

Tap Master







Self Care Club 15 minutes ¥500/15 min

Showroom demo ¥500/30 min Analyze skeletal distortion and muscle hardening and shrinking

Peek a body

Resolve eyesight problems with ultrasound

Futawa Sonic





Self Care Club 15 minutes

10 min for one eve Self Care Club

¥2,000 /One measurement 15 min



Self Care Club 20 minutes

Showroom demo ¥2,000/20 min

Simple absorption of high

Hvdrogen inhaler La Briller LUXE

concentration hydrogen

¥120,000

Self Care Club 15 minutes ¥500/15 min





A criteria for consumers to choose health products with confidence

A Physical condition improvement equipment standard

has now been established!



山本富造 Mr. Tomizo Yamamoto 山本富造 (CEO of the Yamamoto Corporation/Chairman of The Japan Home-Health Apparatus Industrial Association)

The physical condition improvement equipment standard is due to start in earnest in 2019. We took some time out to speak with Mr. Tomizo Yamamoto, who played a leading role in the development of this scheme. In recognition of his social contributions and his company's outstanding efforts in product development, Mr. Yamamoto was elected in the Kansai division as the "EY Entrepreneur Of The Year Japan 2018".

First, could you tell us a bit more about the physical condition improvement equipment standard?

While there is a broad range of preventive treatment products (health products) on the market, there is no standard from which to choose from, which leads to many consumers buying whatever they feel is right in the spur of the moment. This system has been put in place to allow consumers to purchase products with trust and peace of mind by certifying physical condition improvement equipment as having reached a certain standard based on preventive treatment product safety and feature testing.

Is the concept of physical condition improvement products something that has always been on your mind?

That's right. I first turned my mind to this when I started becoming involved with medical devices back in 2010. The extension of a healthy life expectancy is an issue Japan will face in the years to come. For this reason, in addition to medical devices for treating illnesses, at-home preventive treatment products will serve a much greater role in our lives in the future. No one besides us at The Japan Home-Health Apparatus Industrial Association plays a closer role to that of consumers in guaranteeing the safety, reliability and effectiveness of preventive treatment products leading to greater life expectancies.

I hear it took three years to establish this scheme.

An authorization system based on an autonomous standard requires a broad range of terms, guidelines and definitions, among other materials. While our products are developed independently. this certification system has been developed as a collaborative effort with experts in the field, government authorities and related associations. While the Ministry of Health, Labour and Welfare is responsible for overseeing the effect of devices, the Ministry of Trade, Economy and Industry exercises jurisdiction of JIS product standards, and it took us three years of going back and forth between these two Ministries before finally being given the go-ahead.

Is there a strict inspection/screening process to receive certification?

A strict inspection and screening process is essential to ensuring that only highly accurate products that consumers can rely on are put on the market. Products are screened by persons with expert knowledge of physics and medical science. However, so as to not let the first two to three years go to waste, we will look to providing robust guidance on how physical condition improvement products can become certified by having applicants submit additional materials, requesting product improvements, and so forth.

What benefits are there to becoming certified?

Well, to use wearable devices as an example, products by different manufacturers and different product models often produce different results, even if worn by the same person. While company A's products may show results in the normal range, company B's products could show abnormal results. For a consumer, you want to be able to trust the product you' re using, right? Rather than a product that is not certified as a physical condition improvement product, a product that has a high level of accuracy demonstrated by clearing the strict certification standards in place is sure to provide the consumer with greater peace of mind. We had over ten companies apply for the first physical condition improvement product screening. Looking ahead, we hope to help further extend Japan's average life expectancy by increasing the number of products and companies applying for, and becoming certified under this scheme in an effort to facilitate consumers looking to purchase reliable preventive treatment products.

"Physical Condition Improvement House™" scheduled to open May 1 near the Tamagawa Hot Spring in Akita Prefecture



Located in Semboku, Akita Prefecture, the Tamagawa Hot Spring is one of the most renowned hot springs in Japan. In a resort villa area located some 15 km from here is where the "Physical Condition Improvement House" managed by the Japan Self-care Research Association is due to open. This is a lodging facility that accommodates long stays with convenient access to the Tamagawa Hot Spring, while providing a plethora of health equipment available for use on site, such as Bioesperanza products, and the Ultra-Ma and the Tap Master.

Acide Acide

Appearing at the 5th "World Parkinson Congress"

The World Parkinson Congress is an international conference attended by healthcare professionals, carers, patients and their families opening up a discourse on the latest research results, treatment results and caring techniques concerning Parkinson's disease. The Japan Self-care Research Association will showcase the ultrasound machine Ultra-Ma (for the head).

Period: Tuesday June 4–Saturday June 7, 2019 Venue: Kyoto International Conference Center URL: https://wpc2019.org



Ultrasound machine Ultra-Ma (for the head)



Brain & Body LabTM Jimbocho Showroom

A dedicated business negotiation space for clinics, nursing facilities and sports institutions. Please make a reservation by phone before arrival.

oo. 0120-728-365

WELLNESS × AMUSEMENT WEST END



WEST END is a smoke-free environment that "calls for the elimination of passive smoking"!

We are engaged in various initiatives

<UN "Sustainable Development Goals



<Registered on the Kanagawa Declaration for Predisease Cures>

<Registered on the Smart Life Project>

健康寿命をのばそう!



<Record of outstanding achievement in health-oriented business management> Certified as a Class A business as part of the "Yokohama Health Business Management Certification" in 2018 Awarded the grand prize at the "Kanagawa Prefecture

Health Business Management Contest" in 2017

All slot machines on the second floor

WEST END aims to offer a place of amusement for customers concerned about their beauty and health to relax and enjoy themselves!



We strive to always receive customers with a cheerful attitude. whether chatting with regulars or helping out first-time customers. It is also great to see customers come back. Feel free to approach us at any time.

Ms. Uno, floor staff

An advisor is on hand to assist first-timers

Those that are new to pachinko probably feel a little nervous about what to do. If this is case, please don't hesitate to ask a nearby staff member to assist you. The staff member will be happy to provide courteous, one-to-one support walking you through how to pick a machine, and how to play it.

Persons with dementia sometimes forget how to play pachinko, or momentarily forget where they are. Us dementia support staff are on hand to look after your every need, so please don't hesitate to drop by. Mr. Takahashi, Dementia support staff



Health management advice from qualified staff

Did you know that WEST END is a health-conscious pachinko parlor, with two gualified health supervisors on staff? Trained in matters concerning a healthy lifestyle and preventive medicine, these staff members are available for consultations on anything from lifestyle diseases, to nutrition and exercise.



One of the few Pachinko stores in Japan registered on Trip Advisor

WEST END is registered on the largest travel site in the world. Trip Advisor. and welcomes tourists from both Japan and abroad. Guides on how to play are available in-store in English, Chinese and Korean!

WEST END has had an influx of female customers!

WEST END takes great pride in maintaining a clean in-store atmosphere. The store emphasizes maintaining a comfortable amusement environment, such as by making all seating non-smoking, and by placing ion generators throughout the store. The store also boasts a women's only refreshment room, and is renowned for its accommodating stance toward female customers, even when unaccompanied.



Women's only refreshment room

A place where female customers can relax and enjoy something to eat. Healthcare machines are also available. If you would like to request a measurement of body distortions using Peek a body, please ask a staff member.



Smoking room

ashtrays and lighters.

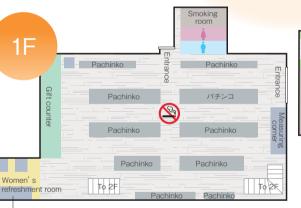


Taki Ion Medic A fashionable smoking room A great source of pride for WEST END complete with a television. A is how clean the air is inside the parlor. place to relax complete with Ion generators are used to also remove any lingering viruses and pollen.



Personal System (Each Game Machine Counter)

This is a counter available as soon as you sit down, instantly informing you how many medals you have, making moving between machines a breeze. Cuts out time spent lining up for counting!



2F To 1F To 1F Smoking booths×2



Outline of health and anti-aging pachinko activities from the moment you arrive to the time you leave

Arrival at WEST END START



Health-conscious WEST END is just a minute's walk from the West Exit of Azamino Station on the Tokyu Denen Toshi Line. Here's the entrance \mathcal{N}

Health checkup prior to playing



Health and anti-aging entry sheet

The "health and anti-aging entry sheet" is available from the prize exchange counter. Healthcare machine trials, etc. are given based on the items in this sheet.



Blood pressure and body

Let's take a free health checkup before going to the machines. You can measure vour blood pressure in 30 seconds and your body temperature in

a second.



©高森朝雄·ちばてつや/講談社 ©高森朝雄·ちばてつや/TMS ©高森朝雄·ちばてつや/講談社·TMS ©Sammy



未病女子

チェックシート

未病について



Health and anti-aging pachinko

Patrolling measurements

Staff patrol around

the floor to give

blood vessel esti-

mation measurements

and other health

checkups. Lap blankets are also lent out if required. [Patrol times]

10:00~, 14:00~

17:00 ~ ~, 20:00 ~

Rakunal

Sit comfortably for

long periods at a

time by attaching

this iliopsoas

muscle stretch belt

that helps extend

your posture and

create a feeling of

Mibyo-joshi navi

Women can check

their physical and

mental condition

with Kanagawa

relaxation.

Get one point each day you arrive at the parlor Replay with saved balls from the following day onwards Get discounts on services available in Azamino

Refresh yourself in comfort





Ultra-Ma

A gentle treatment

for your head that

used ultrasonic

acoustic vibrations.

Maintain your spine in tip-top condition with thermal acupressure. A recommended way to refresh yourself during breaks between play, and before heading home.

Brain On



Wear the earphones and turn the switch on to begin outputting sounds at frequencies imperceptible to the human ear. This can be used while playing the machines. Free to rent.

DMM





Of the broad lineup of gifts available, the ever-popular hydroxyapatite silver titanium brand of masks and towels, and the edible carrot juice come particularly recommended for the season ahead!

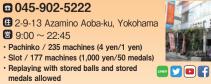


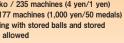


Get a bronze certificate, and aim for silver and gold. Certi cates are received when leaving based on how many entry sheet items were achieved.

COAL

Health-conscious Pachinko[®] WEST END







<Prepared car parking/bicycle parking area> Space for 170 cars, 70 motorcycles, 30 bicycles

Qualified staff for greater peace of mind



