

# An introduction of **Abe Yoando Pharma Co., Ltd.**

2024.7



The 1st  
NMN

業界のパイオニア  
医療現場シェアNo.1



養庵堂

創業1731年  
YOANDO  
TOKYO, JAPAN



## Company Profile



# Legacy of Innovation

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- **Manufacturer:** Abe Yoando Pharma Co., Ltd.
- **Location:** Tokyo
- **Established:** 1984 (Founded: 1731)
- **Representative Director:** Tomonari Abe

Our story begins in the Edo period. The founder, Abe Yoan, a practitioner of Chinese medicine, served the Matsudaira family, descendants of the Tokugawa shoguns, as their physician. This tradition of serving the community continued through the generations. In the late Edo period, a descendant, the fifth-generation Abe Yoan, broadened his knowledge by studying under Ogata Koan, a pioneer in Western medicine who championed the revolutionary smallpox vaccine. He further honed his skills at Gosuijuku, a school run by Hanaoka Seishu, the medical innovator who performed the world's first successful general anesthesia surgery. Fast forward to 1984, the ninth generation, Kazushige Abe, established Nordeste, a company dedicated to importing the best health care ingredients from around the world to Japan. This marked the origin of the current Abe Yoando Pharma Co., Ltd. We haven't stopped innovating. We spearheaded the legal reform of NMN, securing its classification as a food additive. This achievement paved the way for developing market-leading products like affordable NMN and acid-resistant capsules.



**Tomonari Abe**  
(10<sup>th</sup> Generation founder)



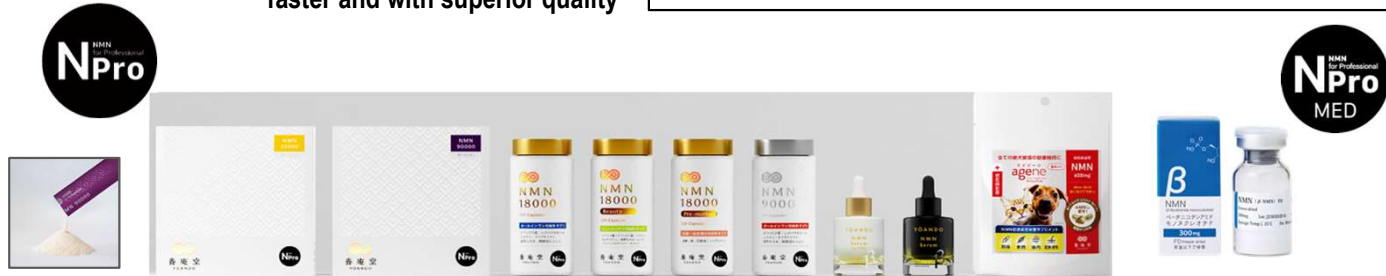
Corporate site <https://corp.abeyoando.co.jp/>  
Shopping site <https://www.abeyoando.co.jp/>

Abe Yoando caters to a discerning clientele, offering premium health and wellness products through our supplement brand "YOANDO" and skincare brand "YÓANDO". Our target audience ranges from individuals in their 40s to 70s seeking to invest in their well-being.

# The 1st NMN

As an NMN leader, we leverage our three unique No.1 advantages to deliver cutting-edge NMN solutions to market faster and with superior quality

**The 1st** : A Pioneer in the NMN Industry  
**The 1st** : No.1 market share in the medical  
**The 1st** : Commitment to bodily sensation



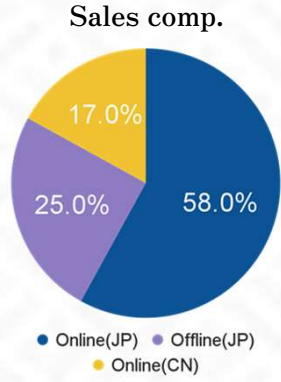
**NPro MED**

Our products use "N-Pro®," the industry-leading NMN raw material used by approximately 80% of medical field.

Product Lineup: Supplement (yellow), Skincare (grey), Pet (red), Research Reagents (Raw Material Supply) (blue)

## ● Sales Channels

- Japan**  
 (Sales comp. 83.0%)
- Company site
  - Wholesale
  - [Takano Yuri](#), [Aletheia](#), More than 10 other clinics
- China**  
 (Sales comp. 17.0%)
- Flagship shop (JD, Tmall),
  - Authorized Sales Site



## ● Company History

**1731:** Founded by Dr. Yoando Abe, a pillar of traditional medicine, we served the prestigious Ochi Matsudaira family, descendants of the Tokugawa shoguns. This tradition, established before the Meiji Restoration (1868), ignited our enduring commitment to well-being.

**1984:** Recognizing the evolving healthcare landscape, we established Nordeste, a company dedicated to importing the finest health & wellness ingredients globally. This laid the groundwork for Abe Yoando Pharma.

**2019:** Embracing innovation, we introduced NMN supplements, a significant step in science-backed wellness solutions.

**2023:** Reflecting our growth, we became Abe Yoando Pharma Co., Ltd. Our heritage and future of innovation are intertwined.

## ● Company info.



Ochi Matsudaira Clan's List



6th Gen. Yoando Abe



**Tomonari Abe**  
 10th Gen. founder  
 CEO

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# History since our founding

## Since 1731, for over 290 years, we've contributed to people's health

Our family business has steadfastly dedicated itself to this mission across ten generations. The 1<sup>st</sup> generation, Abe Yoan, served the Ochi Matsudaira family, a direct descendant of the Tokugawa family, as a clan doctor after studying Chinese medicine. This tradition of serving the community continued through subsequent generations.

The 5<sup>th</sup> generation, Abe Yoan, broadened his medical knowledge by studying at Tekijuku, a renowned school in Osaka led by Ogata Koan, a pioneer in introducing Western medicine and promoting the smallpox vaccine during the Edo period. He also honed his skills at Gosuijuku, a school run by Hanaoka Seishu, a medical innovator who performed the world's first successful general anesthesia surgery.

Later, in the Meiji era (1868-1912), the sixth generation relocated to Tokyo to pursue a career in pharmacy, even reportedly serving the Imperial Household Agency. In 1984, the ninth generation, Kazushige Abe, established Nordeste, a wholesaler and importer of health care ingredients, in order to introduce the best health care ingredients from around the world to Japan. This marked the origin of the current Abe Yoando Pharma as a corporation.

This legacy, not simply DNA, has been passed down through the Abe family: "We carefully select the best technologies and active ingredients of each era from around the world to meet the changing needs of each era, and deliver them to people."

The Abe family's core value has remained constant since our company's foundation: to contribute to a society where everyone can live a healthy, fulfilling life until their natural lifespan. This vision of a healthy society for all is a cornerstone of our mission. I am aware that this is my mission as the 10<sup>th</sup> generation of the Abe family.

10th Generation of The Abe Family  
Tomonari Abe (Representative Director, Abe Yoando Pharma Co., Ltd.)



Tomb of Yoan Abe I  
(Henjoji Temple Tatebayashi City, Gunma Prefecture)



The name of Yoan Abe 5th who remains in the list of Tekijuku  
(Ueno Academy)



6th Generation Minoru Abe



Osaka Tekijuku  
With the statue of Koan Ogata

# Three 'The 1st', an NMN specialist.

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## The 1st : A Pioneer in the NMN Supplement Industry

In 2019, we submitted the data to the Ministry of Health, Labour, and Welfare (MHLW) and continued to lobby for a revision of the law, and as a result, in 2020, NMN will be recognized as a "non-medicine" and a food, a world first. NMN was the first in the world to become a "non-medicinal product" and to be recognized as a food. Our NMN products are the first NMN products to be manufactured and marketed classified as functional-food.

## The 1st : No.1 market share in the medical field

Our products use the same NMN raw material "N-Pro®" as "N-Pro Med™", which is used by about 80% of medical institutions (No.1 share in the industry). We are the only NMN raw material producer that has been approved by medical professionals.

## The 1st : Commitment to bodily sensation

NMN is generally said to be an ingredient that is difficult to feel. However, in order for many customers to experience the benefits of NMN, we are particular about the purity and quantity of NMN contained in our products. The top-end model "Yoando NMN 90000" provides the world's largest daily intake of 3,000 mg of domestically produced NMN with a purity of 99.9% or higher. The formula also focuses on the duration of effect in the body, with two supportive ingredients and a unique "Long-Effect Formulation®" that keeps NAD+ levels at a higher level for 32 times longer. Long-Effect Formulation® is a registered trademark of Abe Yoando Pharma



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industry pioneer  
No. 1 market share in the  
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## NMN Research Reagent Introduction Record (Japan)

- As of July 2023, we have over 700 wholesale clinics in Japan, which has more than 80% of the market share.
- With more than 50,000 clinical usages in medical institutions
- Maintains safe clinical usage, with a few reports of mild vascular pain. (no severe adverse event reports)

### <Implemented Clinics (partial)>



Clinic Name (English)
<a href="#">Takasu Clinic</a>
<a href="#">Shonan Cosmetic Clinic</a>
<a href="#">Shinjuku Lacquer Cosmetic Surgery</a>
<a href="#">Chloe Clinic Aoyama</a>
<a href="#">Tokyo Total Esthetic Clinic</a>
<a href="#">W Clinic Fukuoka</a>
<a href="#">Ginza L Clinic</a>
<a href="#">Ginza Miyako Clinic</a>
<a href="#">Ikebukuro Mame Clinic</a>
<a href="#">Dr.MARI CLINIC Nagoya Station</a>
<a href="#">Tokyo Tsukishima Clinic</a>

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## Customer's voice (Excerpts)

Since its launch, we have received a lot of positive feedback.

### Female, TV personality, 30s, Tokyo

I am happy to say that my skin looks better than before. I want to keep my youth from now on, so I keep drinking.

### Female, Office Worker, 40s, Osaka

I've always been worried about my laugh lines, but within a week of starting taking the NMN, I could stop bothering and was able to smile.

### Male, Medical Doctor, 40s, Tokyo

You will be able to sleep well and wake up smoothly every morning. I believe that it helps me to think sharper and make decisions accurately and quickly.

### Female, Corporate Executive, 50s, Ehime

NMN supplement rose my body temperature averagely 1 degree and I lost my weight 6 kg in the first month.

### Male, Corporate Officer, 50s, Tokyo

I started to take NMN supplement with a strong recommendation from my business partner. In 2 weeks, I was said from my family and colleagues that I looked younger.

Two months later, I was able to work harder as I was 30s. I was not tired even daily hard work.

### Female, Housewife, 60s, Fukuoka

My husband bought this for me as a birthday present. He complimented me on how beautiful my neck area, which had been showing signs of age.

I also felt somewhat positive and enjoy every day, and recently joined a tennis club.

We both want to keep taking NMN supplement and surprise my friends at our class reunion.

### Male, University Professor, 70s, Kyoto

My eyelids were drooping and my vision was poor, but after I started taking NMN supplement, my eyelids were steadily lifting and my vision became clear.

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## The real feedback (Amazon reviews)

### More than the price

First of all, you think it's expensive on the market or by mail order! I was one of them, I wanted to make some changes as I was turning 30, so I bought this product. After a few days, I was amazed at the changes! My face and body have become minus 10 years younger. I didn't change my lotion or start going to an esthetic clinic. I was surprised to see such a visible change with just one supplement.

[Read more on original review](#)

### I feel it helps me sleep

I have been taking NMN and sleeping soundly day after day, but when I stopped taking NMN for a week to test it out, the quality of my sleep started to deteriorate again. The quality of my sleep started to deteriorate again. I noticed that my skin also feels better and I feel that there is another difference in the quality of my sleep.

[Read more on original review](#)

### This is a review on behalf of my mother.

My mother is a regular user of this product, but as she cannot use Amazon, I am buying it on her behalf.  
Benefit: It contains about three times as much NMN as the products I used to take, but the price is about half the price. She says she feels more energetic because it contains not only NMN but also tryptophan, niacin, garlic ingredients, etc.

[Read more on original review](#)

### Good value for money

I have been using NMN supplements since I saw an interview with Holliemon. I tried the bottle type powder and sublingual absorption, but the powder type was a hassle and I thought it lacked continuity, so I switched to capsules. Personally, I feel that the cost-effectiveness of this product is far superior to other companies' products.

[Read on original review](#)

### It is totally different from the previous ones.

I've been curious about NMN ever since I saw the NHK programme before and finally got my hands on it. It feels really good. I've tried a lot of supplements in the past, but I feel it's on a different level.

[Read on original review](#)

### Currently, this is the only domestic NMN supplement that we can choose from!

I have been interested in NMN since it was featured on NHK, and two years ago I received an NMN supplement (a different product from this one) from an acquaintance as a small congratulatory gift. I was hooked on NMN two years ago when a friend of mine gave me an NMN supplement (a different product from this one) as a small gift.

[Read more on original review](#)

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## Customer's voice (Others)

We have heard from many other people

- I can read my favorite novels smoothly (female 50s)
- I feel good when I wake up (female 30s)
- My physical strength lasts longer when I exercise (male 50s)
- I am positive every day and my family told me I've become kinder to them. (female 30s)
- I can spend all my time from the morning (female 60s)
- Face and décolletage feel better (female 50s)
- Sleep time is the same, but feel refreshed when wake up. (Male 40s)
- I feel sharper and my decision-making has become faster (male 60s)
- I feel less out of breath when climbing stairs (male 50s)
- The volume of the TV is now comfortable at a lower level (female 40s)
- When I walk with others my age, I walk much faster than others. (male 70s)
- I am positive even when I stand for long hours! (female 30s)
- I can concentrate on working longer. (male 50s)
- I feel my skin tone improved. (male 40s)
- I read a lot of books, but my eyes don't get tired recently. (female 40s)
- I am able to work harder when I need to do. (male 50s)
- I was able to resume my hobby, mountain climbing. (male 60s)
- My son asked me, "Did you go to a beauty salon?" (female 40s)
- I feel fine even if I work until late at night (male 60s)
- I became so positive and am able to focus on business and hobby. (female 40s)

\*Some wording has been revised from the viewpoint of the Pharmaceuticals and Medical Devices Law.

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## Manufacture

### Low Toxin Manufacturing Method with Special Intravenous Drug Formulation Standards.

Our NMN that has passed safety standards for use as an intravenous drip formulation after testing for endotoxin (endotoxin), which carries the risk of lethal shock, fever, etc. The secret is our unique low-toxin manufacturing process. Our commitment to repeat refining to achieve the highest purity of 99.9%\* as a proof of the standard.

### Safety Inspection (Acute Toxicity Test and Radioactivity Test)

As a result of acute toxicity tests, we have confirmed that our NMN is non-toxic and safe, with no adverse events has occurred. Radioactivity tests have also confirmed that radioactive iodine I-131, radioactive cesium Cs-137, and radioactive cesium Cs-134 were all undetectable.

### Safety and quality management standard "GMP & ISO certification" - Double certification

Our NMN products are manufactured in a pharmaceutical qualified GMP standard plant. We deliver qualified NMN products to our customers under the high quality management from raw materials to shipment.



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## Factory Location

### < Manufacturing >

AFC-HD Co., Ltd.

AMS LIFE SCIENCE

Postal Code: 422-8027

3-6-36, Toyota, Suruga-ku, Shizuoka City, Shizuoka Prefecture

NAKA-NIHON Capsule Co., Ltd.

Postal Code: 503-0034

229-2 Arao-cho, Ogaki City, Gifu Prefecture

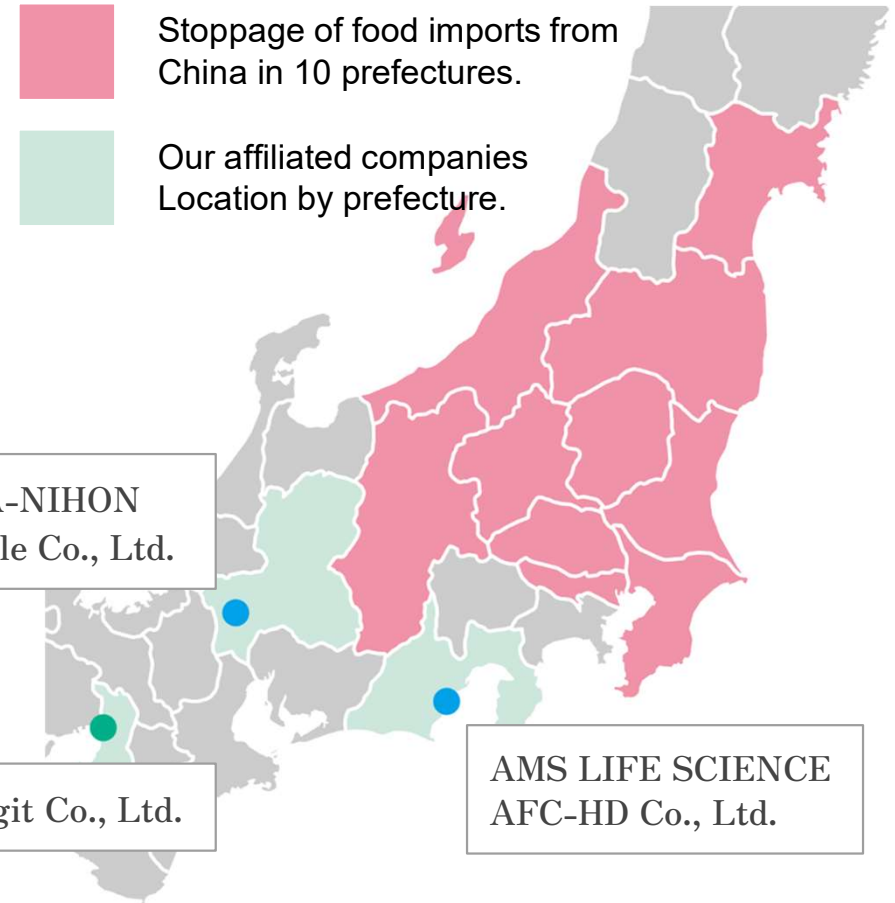
### < Shipping >

E-Logit Co., Ltd.

Postal Code: 555-0001

5-1-24, Tsukuda, Nishi-Yodogawa-ku, Osaka City

E-Logit Osaka Fulfillment Center



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## Our joint research

We are conducting joint research with several universities in Japan, and exploring further possibilities of our NMN for the future.



東京大学  
THE UNIVERSITY OF TOKYO

### Tokyo University Faculty of Medicine

Research details not disclosed



京都大学  
KYOTO UNIVERSITY

### Kyoto University Graduate School of Medicine

Collaborative research to elucidate the effect and mechanism of action of NMN on DNA methylation



東京理科大学  
TOKYO UNIVERSITY OF SCIENCE

### Tokyo University of Science Graduate School of Medical Science

Research on the anti-fatigue effects of NMN and its relation to dementia



徳島大学  
Tokushima University

### Tokushima University Graduate School of Science and Technology for Society and Industry

Collaborative research on the anti-aging activity of NMN using human cells and senescence model mice



静岡県立大学  
UNIVERSITY OF SHIZUOKA

### University of Shizuoka Faculty of Food and Nutritional Sciences

Collaborative research on the effect and mechanism of NMN on age-related muscle atrophy and obesity



鳥取大学  
Tottori University

### Tottori University Joint Department of Veterinary Medicine, Faculty of Agriculture,

Research on the anti-aging effect of NMN on dogs and cats

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## Out Team (Top Management)



**CEO**

**Tomonari Abe**

Born 1985 in Tokyo  
Born between the current  
chairman's father and a  
Brazilian pharmacist mother.  
Graduated from the  
Department of Sustainable  
Design, Tokyo Zokei  
University.



**Director**

**Hidetaka Ochiai**

Born 1955 in Tokyo  
CPA. Director of  
Sanpoyoshi  
Management  
Strategy Research  
Institute.



**Special adviser**

**Yoshio Kimura**

Born in Kagawa Prefecture in  
1948  
Former Vice Minister of Health,  
Labor and Welfare.  
Former Special Assistant to the  
Secretary-General of the Liberal  
Democratic Party.



**Chief Brand Officer**

**Hiroshi Abe**

Born 1975 in Tokyo  
Halnico Co., Ltd.  
Representative  
Director and  
President



**Special adviser**

**Yoshiaki Nakamura**

1963 Born in Saga Prefecture  
Chairman of Japan Inbound  
Federation (JiF), Chairman of  
International 22nd Century  
Mirai Conference (Mellon22)

**Thank you**

