

**NKG**

日本ケフィアグレイン

# NIHON KEFIA



**Company Info**

**Est 1977**

# VALUES FOR OUR CLIENTS

## Company History

Partner with Japan's only kefir expert, trusted since 1977, to offer your market rare and authentic probiotics backed by 47 years of expertise.

## OEM&Wholesale Services

You can launch your own Made-in-Japan supplement brand with our OEM service, or start small with wholesale and test the market — we support both paths.

## Clinical Research

You'll have access to proven formulas backed by joint clinical research with top Japanese universities — giving your brand credibility and real health claims.

## Unique Product Category

Offer your customers unique, trend-setting products they can't find elsewhere — from kefir yogurt to anti-aging supplements and beauty-from-within formulas.

## Export Experience

Join distributors from 15+ countries who already trust our Japanese-made health products — we understand how to support your market.

## Client-Focused Philosophy

Your profit is our goal. We design formulas, pricing, and packaging to give you the best chance at success in your local market.

**As a manufacturer, we recognize that our success depends on our clients' profitability.**

**That's why we prioritize creating products that are not only competitive in quality and pricing, but also designed to support our partners in achieving strong, sustainable profits. Your success is the foundation of our continued growth.**

# PRODUCT CATEGORIES



Kefir yogurt



Health supplements



Beauty supplements



Probiotic snacks



Cosmetics



# BUSINESS OVERVIEW



## WHOLESALE

Selling our brands  
in Japan



## OEM

Producing  
Japanese  
client's brand



## WHOLESALE

Selling our  
brands  
internationally



## OEM

Producing foreign  
client's brands



## INGREDIENT SUPPLY

To Japanese and  
foreign companies

*All products are  
made in Japan*

# ADVANTAGES AND DISADVANTAGES FOR OUR CLIENTS

## ~ OEM and WHOLESALER ~



### Advantages

- Owning your brand (Made in Japan)
- Exclusivity of your product/formula in the market.
- Arranging unique formulations, package design, and so on.

### Disadvantages

- Bigger MOQ than wholesale
- Longer lead time to start business



### Advantages

- Smaller MOQ than OEM
- Selling of Japan's longest standing health product brands: NIHON KEFIA

### Disadvantages

- Price competition

# NIHON KEFIA CO., LTD. ESTABLISHMENT

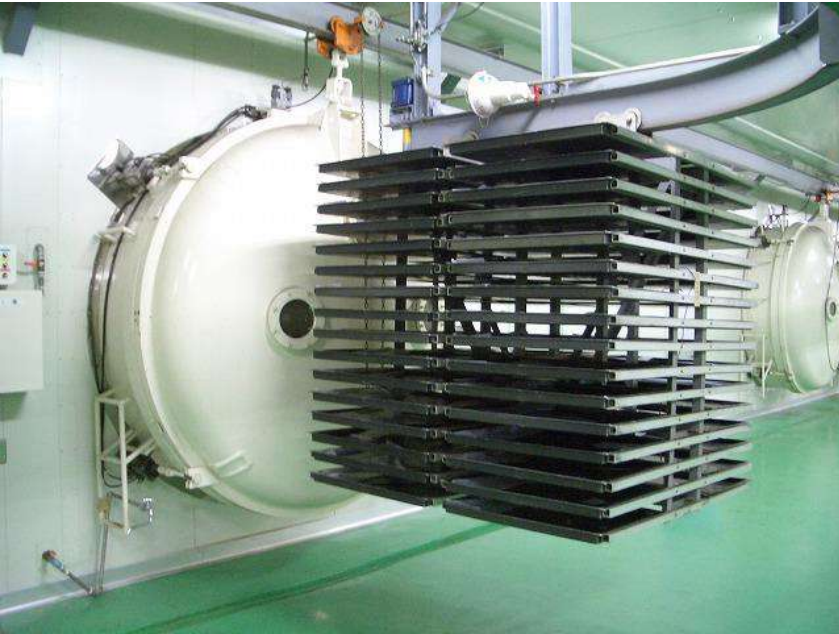
In the 1970's, the Caucasus region was recognized as an area with the longest expected lifespan in the world. It is also noted that the Caucasus people have eaten "kefir" regularly for more than 2000 years. Our founder thought "kefir" can also contribute to helping Japanese people live a longer and happier life. Finally, we have decided developing and producing "Japanese kefir" by Japanese fermentation technology.



**Founder's first business trip to the Caucasus region in 1977**

# JAPANESE FERMENTATION TECHNOLOGY

~ 100% pure Japanese kefir probiotics ~



**FSSC 22000 certified factory**

# GMP CERTIFIED FINISHED PRODUCTS FACTORY

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# JOINT LABORATORIES



Professor Teruya × NKG CEO



Professor Tani × NKG CEO



European scientists × NKG CEO

## Kyushu University

Kyushu University, established in 1911. It is the fourth oldest university in Japan. NIHON KEFIA Co., Ltd. has been doing joint clinical research with Kyushu University for around 20 years.

## Hiroshima University

Hiroshima experienced a nuclear bomb during World War II. After the city's recovery, Hiroshima University became one of the world's leading researchers of radiation and its relationship with cancer treatment. Japan's research in this field is world class.

## National Academy

A wide range of some of the world's best scientists are working at the National Academy.

Through this connection, we have been conducting clinical research not only in Japan, but also Europe.

# NKG KEFIR CLINICAL RESEARCH IN JAPAN 1977--2024

Purpose	Laboratory	Test methods	Result
Intestinal environment	Ohtemachi park clinic	Human test	Number of stool frequency is statistically increased. Stool condition is also improved by taking NKG-kefir.
Immunity	Meguro Medical clinic	Human test	NKG kefir is effective against influenza / cold and hay fever (Anti-virus)
Immunity	KINDAI University	Human, rat and mouse	Activates innate immunity
Blood sugar level (Diabetes)	Kyushu university	Mouse	Elevated blood sugar level is strongly restrained by taking NKG kefir.
Cancer patient's survival rate	Hiroshima university	Human	Taking NKG-kefir was able to increase the survival rate of cancer patients.
Atopic dermatitis	Osaka University of Foreign Studies	Human	By taking NKG kefir everyday, the patients who were atopic dermatitis has gotten well.
Sunlight (UV) protection	Kyushu university	Human cell	After applying kefir onto the skin, number of cell is increasing.
Skin antioxidative effect	Kyushu university	Human cell	Kefir has the effect of reducing the concentration of active oxygen.
Anti stress	Kyushu university	Human cell	Anti stress effects can be observed.
Radiation damage protection	Nagasaki university	Mouse	Radiation damage protection effects can be observed.
Stomach acid resistance	Tokyo University of Agriculture	Artificial gastric acid	Kefir lactobacillus are stronger than other lactobacillus.
Bowel movement	Hiroshima university	Human	Increased frequency of bowel movements by taking Kefir.
Anti-stress	Hiroshima university	Human	Anti-stress effect by taking Kefir.

More details: [https://drive.google.com/drive/folders/1H8ueSC4cjKIKgZepGnDQ-k2vIZwI5ES\\_?usp=sharing](https://drive.google.com/drive/folders/1H8ueSC4cjKIKgZepGnDQ-k2vIZwI5ES_?usp=sharing)

# PATENT APPLICATIONS

Patent Application No	Title of the invention	Patent Application No	Title of the invention
JP,2002-097955	ANTIOXIDANT USING KEFIR, REMEDY FOR DIABETES	JP,2007-006252	HEALTH FOOD CONTAINING MILK FERMENTED PRODUCT AND HERB
JP,2009-014554	ANTIOXIDANT USING KEFIR	JP,1998-351550	HEALTH FOOD CONTAINING FERMENTED MILK PRODUCT AND HERBS
JP,2006-106568	PROTECTIVE AGENT OF RADIATION DAMAGE USING KEFIR	JP,1989-038204	LACTIC ACID BACTERIA BEVERAGE AND PRODUCTION THEREOF
JP,2000-300610	THERAPEUTIC AGENT FOR DIABETES USING KEFIR	JP,1988-215069	CRUDE GLYCOPROTEIN FRACTION HAVING IMMUNOPOTENTIATING ACTION AND PRODUCTION THEREOF
JP,2006-265274	DRUG USING KEFIR, METHOD FOR PRODUCING THE SAME AND HEALTHY FOOD	JP,2011-508077	The colorectal pre-cancerous lesions and large intestine cancer preventive agent
JP,2004-163887	METHOD FOR PRODUCING FERMENTED PRODUCT USING KEFIR GRAIN	JP,2020-515588	METHOD FOR DETERMINING belong to the good prognosis group following the cancer therapy, and methods of determining belongs to juvenile cancer onset high-risk group.
JP,2002-117094	METHOD FOR FERMENTING SOYBEAN MILK BY USING KEFIR GRAIN AND FERMENTED PRODUCT	JP,2018-547795	In cancer therapy survival rate improving agent.
JP,2005-513347	The oral compositions for skin care.	JP,2020-515587	Method for the determination of cancer risk
JP,2009-522516	To provide a method for producing vegetable kefir from plant material	JP,2003-570864	SKIN PREPARATIONS FOR EXTERNAL USE
JP,2002-574765	Health foods containing natto kinase and fermented milk products	JP,2010-541239	The hepatic function disorder preventing agent
JP,2010-525587	The whey, kefir, comprising as an active ingredient, and an oral skin care agent	JP,2005-356341	SOYBEAN MILK KEFIR AND METHOD FOR PRODUCING THE SAME
JP,2008-199237	BODY FAT-REDUCING AGENT CONTAINING MILK WHEY KEFIR AS ACTIVE INGREDIENT	JP,2009-522517	METHOD FOR PRODUCTION OF PLANT-DERIVED KEFIR FROM SAKE CAKE, AND PLANT-DERIVED KEFIR PRODUCED BY THE METHOD

# EXHIBITION IN THE WORLD



Vietnam



America



Philippines



Singapore



Cambodia



Switzerland

# OFFICE LOCATIONS



## 【HQ Office】

13-16 Asahi-cho, Fujisawa-shi, Kanagawa 251-0054, Japan

## 【Tokyo Office】

7F Matsunaga BLD, 1-2-12 Shibuya, Shibuya-ku, Tokyo, 150-0002, Japan

Website: <https://www.kefir.co.jp/>

TIK TOK: <https://www.tiktok.com/@nihon.kefir? t=8rb5j5QM4f7& r=1>

Facebook: <https://www.facebook.com/nihonkefia/>

## 【Company videos on YouTube】

CEO interviews:

[https://youtu.be/jEXNO\\_QQE6M](https://youtu.be/jEXNO_QQE6M)

Company introductions:

<https://youtu.be/Cu0jAilYLQY>



 **Let's Build Your Japanese Supplement Brand Together**

- ✓ OEM with Made-in-Japan trust
  - ✓ Unique products backed by science
  - ✓ Start from small MOQ (wholesale) or build your original brand (OEM)
- 



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