

# Press Release



## ASKA Pharmaceutical Launches “Training Videos on Women's Health”

---

**TOKYO, September 21, 2023** - ASKA Pharmaceutical Co., Ltd. (Head Office: Minato-ku, Tokyo; President: Sohta Yamaguchi; hereinafter “ASKA”), a subsidiary of ASKA Pharmaceutical Holdings Co., Ltd., established the Femtech Business Promotion Unit in April of this year to make a broad contribution to women's healthcare. ASKA is pleased to announce that it will start selling “training videos on women's health” as the first step of the Unit.

Since its establishment in 1920, ASKA has been manufacturing and selling ethical pharmaceuticals, focusing on obstetrics and gynecology as a company that supports women's health. In 2020, on its 100th anniversary, ASKA launched the “Health Lab Mint<sup>+</sup> for Women's health” as initiatives for women in general. This time, to further develop the activities of Mint<sup>+</sup>, ASKA will launch the “Mint<sup>+</sup> Femknowledge,” training videos on women's health based on the concept of “what workers should know about sex” for all people working in companies, organizations, and others.

### Videos on Women's Health

**Background:** As more working women play an increasingly active role in Japan, the socioeconomic loss caused by menstrual and menopausal symptoms that prevent them from performing at their best has become a significant issue. As a leading company in the field of obstetrics and gynecology, ASKA believes it is an essential mission to contribute to the improvement of health literacy by providing accurate and necessary information on women's health.

**Targets:** All people who work for companies, organizations, etc.

**Benefits:** Viewing the videos will bring benefits to you as below:

- Improve awareness of women's health among men and women, which will help create a work environment where everyone can respect each other and play an active role.
- Enhance individual productivity and contribute to sustainable growth for companies and organizations.
- Help create solutions that can help improve health management outcomes.

**Features:**

- Reliable content supervised by a medical specialist (Dr. Yasunori Yoshimura, Professor Emeritus of Keio University).
- Explains the structure of female bodies and various issues in a way even men can easily understand.
- Each video plays for 5 to 6 minutes (16 videos in total, to be added in

due course) and can be easily accessed from smartphones and other mobile devices.

- Participants can deepen their understanding by taking a post-viewing confirmation quiz.
- Survey results before and after viewing the video help you confirm the current status and issues.

Release date: October 3, 2023 (Tuesday)

\*Please visit the Mint+ Femknowledge (scheduled to be released on October 3, 2023) to learn more about the training videos and to inquire about them.

### **About Mint+ Femknowledge**

URL: <https://www.aska-pharma.co.jp/femknowledge/>

\* Japanese version only

“Femknowledge” is a coined word that combines “Femtech” and “Knowledge” in the hope that it will solve women's specific issues by improving their health literacy. Under the concept of “Without knowing, there is no mutual understanding,” it provides a place to offer correct information about women's health, as well as concerns about sexuality and solutions to visitors.



Femknowledge is a registered trademark of ASKA.

- Contents:
- (1) Training videos on women's health for companies and organizations
  - (2) Introduction of Femtech-related information and Femtech-related products and services:  
Articles and advertisements introducing products and services of Femtech-related companies will be posted on the website.
  - (3) Educational materials for educators

Release date: October 3, 2023 (Tuesday)



**About ASKA Pharmaceutical Co., Ltd.**

Since its foundation in 1920, ASKA Pharmaceutical, as a specialty pharma company with a focus on internal medicine, obstetrics and gynecology, and urology, has been providing products related to healthcare in these therapeutic areas and has been working to enhance its product lineup.

For more information, please visit: <https://www.aska-pharma.co.jp/english>

---

**Media Contacts**

ASKA Pharmaceutical Holdings Co., Ltd.

Corporate Planning Department

Tel: +81-3-5484-8366

Email: [kouhou@aska-pharma.co.jp](mailto:kouhou@aska-pharma.co.jp)