

Sustainable souvenirs that rediscover wood and its very value

Yokohama's new signature product

## Hinoki Wood Aroma-Bobber for the Bathtub

### POINT1: The idea of putting wood shavings to creative use

Under the overarching concept of putting wood shavings to use as a local resource, the Hinoki Wood Aroma-Bobber was conceived to promote the *Miya-daiku*'s skills, as well as the very value of wood. Unlike standard marketed, chemical-based bath agents (bath bombs), this product is made per order, taking advantage of the *Miya-daiku*'s freshly shaved wood, setting it apart from a common novelty.

### POINT2: Products that promote and perpetuate traditional Japanese culture

Both hemp (of the outer bag) and Hinoki (the aromatic core), are distinctive plants described in Japanese biographies written over 1,000 years ago. The culture of bathing originates from "*Misogi* (purification)", a ritual act to purify mind and body. This product invites you to experience ancient Japanese spirituality, as it's reminiscent of sacred traditions and architectural craftsmanship. The jute bag is also a familiar Japanese design, having high affinity with traditional style, and the tag is of a plane motif, as used by the *Miya-daiku*.

### POINT3: We are available to discuss an array of applications

The Hinoki Wood Aroma-Bobber is available as a memorable souvenir for MICE attendees, packaged in congress bags, or room drops, etc. Since production is initiated only by receiving your order, we are flexible in responding to your circumstances, i.e., quantity and delivery dates. The tag can also be adjusted and customized with the name of the convention or event engraved on it.

Japan has a rich architectural heritage which had consistently contributed to carbon neutrality for over 1,400 years. Skill sets cultivated and polished by the *Miya-daiku* (special experts in shrine/temple carpentry) responsible for this architecture were added to the registry of UNESCO Intangible Cultural Heritage in 2019. *Miya-daiku* are the world's most advanced "wood experts".

This novelty contributes to sustainability by reusing the Hinoki (Japanese cypress) wood shavings that would ordinarily be tossed out, and also has the added value and originality of utilizing *Hinoki* shavings from the *Miya-daiku*'s plane.

