

Title : Lose weight! Get younger! Prevent diseases!  
by Dietary Supplement made in Japan

Subtitle: **You know the truth of Intestinal Flora.**

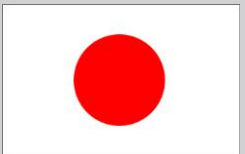


OTAGAI

OTAGAI Forum Association

Company name : **SOPHIA CO.,LTD**

Samurai Name: **Yoshinobu Saito**

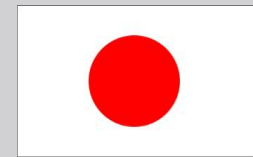


23 Sep. 2015

# 1. Contribution to Thailand

In Thailand, the cause of death of elderly person is lifestyle related disease such as Cancer, Heart disease and Cerebrovascular disease as well as Japan. In order to overcome these diseases, many studies to improve the intestinal flora are conducted all over the world.

My presentation is that if you take functional food, to overcome lifestyle related diseases.



In Japan, medical expenses are so high that put pressure on government finances. It is predicted that a similar thing will happen in Thailand in the near future. If you hear my presentation, I believe that you are able to know the change of diet and how to get your true health.



# 2.Selling point

Japanese Dietary Supplement



**SUPER SOPHIA**

**SOPHIA**



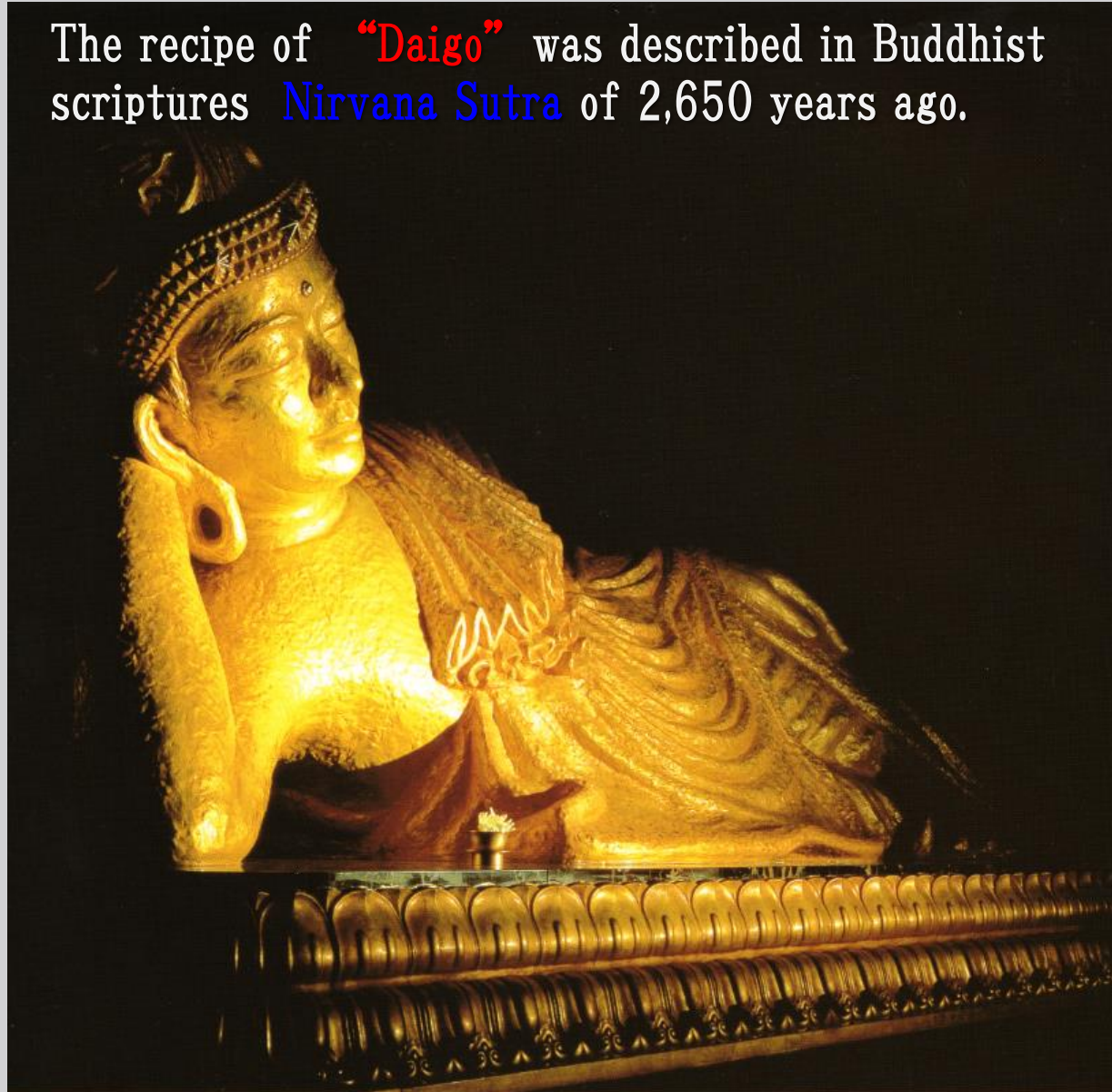
**SOPHIA**

The meaning of SOPHIA is Wisdom.

SOPHIA was derived from ancient wisdom, taken from nature, and has integrated the latest technology to produce SOPHIA which will result in health, beauty and longevity.

# Nirvana Sutra

The recipe of “Daigo” was described in Buddhist scriptures [Nirvana Sutra](#) of 2,650 years ago.



OTAGAI



# the Buddhist scriptures

## “DAIGO” 醍醐

### the ultimate truth of Buddhism (Nirvana)

the description of Nirvana Sutra says ‘ a cow creates nyu (fresh milk), nyu creates raku, raku creates shouso, shouso creates jukuso, jukuso creates daigo(ghee, the ultimate truth of Buddhism). **Daigo is the greatest one.** If you take this, you will be cured of diseases. This contains all medicines in itself.’

牛より乳を出し、乳より酪を出し、  
酪より生酥を出し、生酥より熟酥を出し、  
熟酥より醍醐を出す。

**醍醐は最上なり**、もし服する者あらば  
衆病皆除く、あらゆる諸薬はことごとく  
その中に入るが如し。



OTAGAI

# The history of lactic acid bacteria product

- 1931 **Mr. Kouzui Otani** (The 22<sup>nd</sup> Monshu of Kyoto Nishi Honganji) had started to research on “Daigo” at Kouzui Otani’s agricultural chemistry laboratory.
- 1938 **Mr. Masagaki Kazuyoshi**, Bacteriologist of Kyoto Univ. completed the first version of Lactobacillus Fermented Extract.
- 1990 Started to produce at Kouei Sience Laboratory, several companies
- 1994 Started to research at Inst. of Physical and Chemical Research(Japan)

『 **Revolution**』 by **SOPHIA** research group  
non-use of yeast funguses  
fermented metabolite made by 16 kinds and 25 bacterial strains.

- 2007 academic announcement about **adiponectin**’s ability of production
- 2010 started to produce **SOPHIA** series (**SOPHIA** group)
- 2013 started to sell  
『 **SUPER SOPHIA**』 『**SOPHIA**』 『**SOPHIA EYE**』



# Ingredients of lactic acid bacteria products (Undiluted solution of A-6)

Nutrients in A-6	<b>Amino acids including 23 types of essential amino acids</b> <b>Minerals (calcium, magnesium etc.)</b> <b>Vitamin B1, B2, B6, E, K, H(biotin) etc.</b>
------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------

## Molecular fractionation

Sugar fraction	Many types of sugars showed each of the peaks in a molecular Weight range of 200~500. These sugars were the potential Growth factor of lactic acid bacteria, specially bifidobacteria.
Fatty acid fraction	Many types of fatty acids showed each of the peaks in a Molecular weight range of 100~300. These fatty acids Inhibited the growth of <i>Clostridium perfringens</i> and <i>E.coli</i> .

## Fractionation by liquid chromatography

Lactic acid, butyric acid, propionic acid, folic acid and other types of fatty acids.





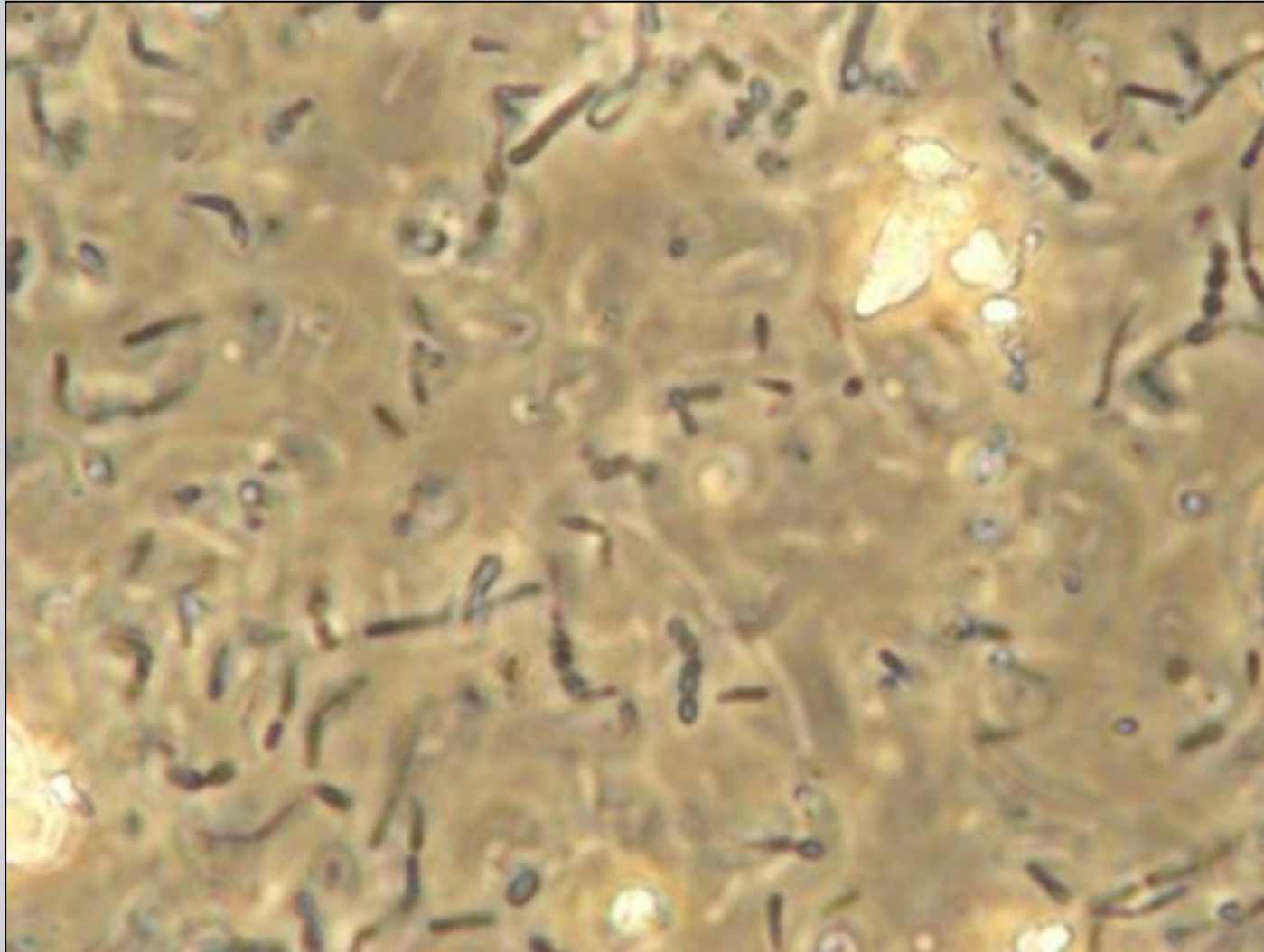
soybeans cultivated by pesticide-free and  
non chemical in August in Hokkaido, Japan



OTAGAI



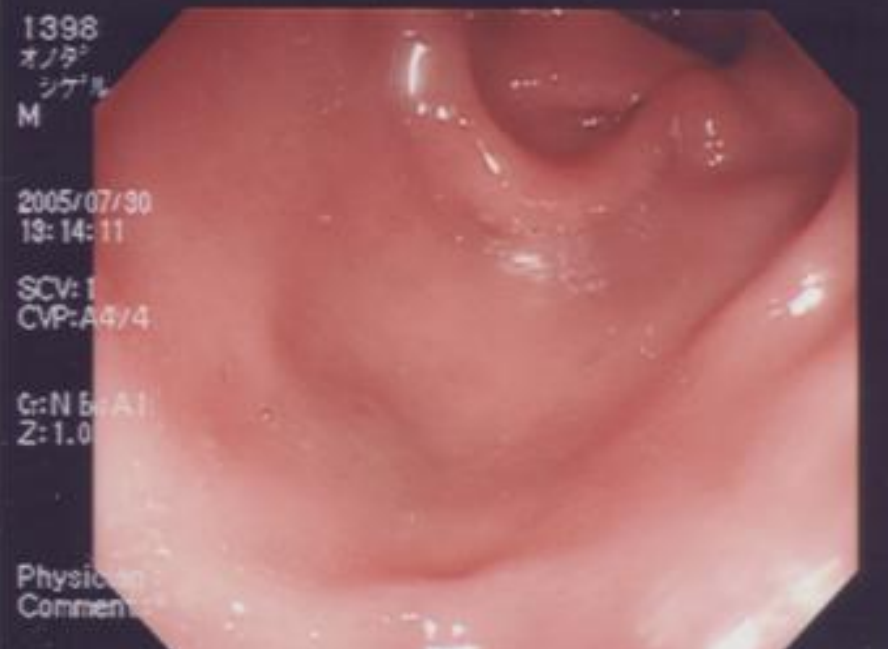
**16 kinds of lactic acid bacteria (intestinal bacteria)  
originally derived from human intestines.**



OTAGAI

1398  
オノタ  
シゲル  
M  
2005/07/30  
13:10:42  
SCV:1  
CVP:A1/4  
C:N 5:A1  
Z:1.0  
Physician:  
Comment:

The bowels of the man who took **SOPHIA**  
three of them a day, for  
three years every day.



1398 The bowels of the man who took SOPHIA  
オノタ シゲル three of them a day, for  
M three years every day.

2005/07/30  
13:15:33

SCV: 1  
CVP: B1/4

C: N 5: A1  
Z: 1.0

Physician :  
Comment :

1398  
オノタ  
シゲル  
M

2005/07/30  
13:17:01

SCV: 1  
CVP: B2/4

C: N 5: A1  
Z: 1.0

Physician :  
Comment :

1398  
オノタ  
シゲル  
M

2005/07/30  
13:17:57

SCV: 1  
CVP: B3/4

C: N 5: A1  
Z: 1.0

Physician :  
Comment :

1398  
オノタ  
シゲル  
M

2005/07/30  
13:18:24

SCV: 1  
CVP: B4/4

C: N 5: A1  
Z: 1.0

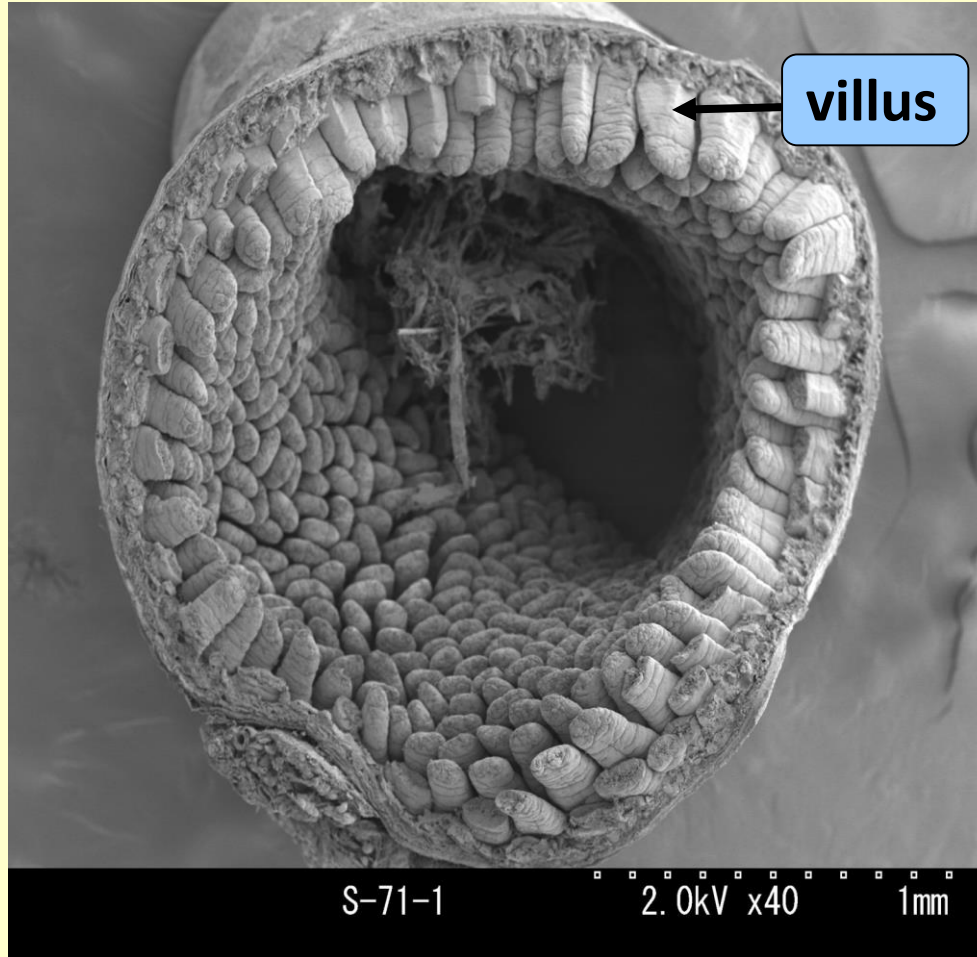
Physician :  
Comment :



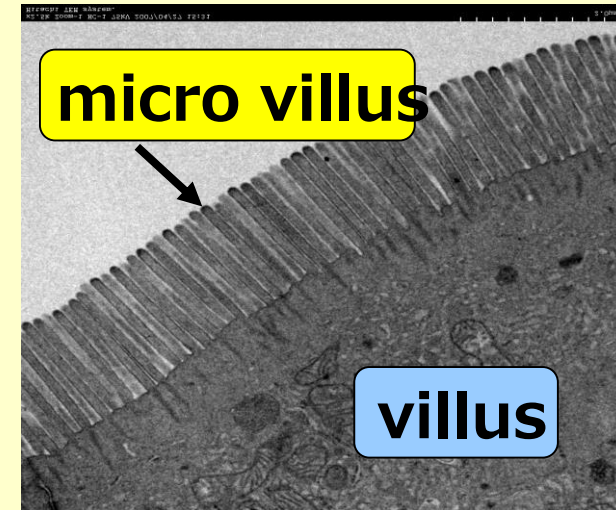
OTAGAI



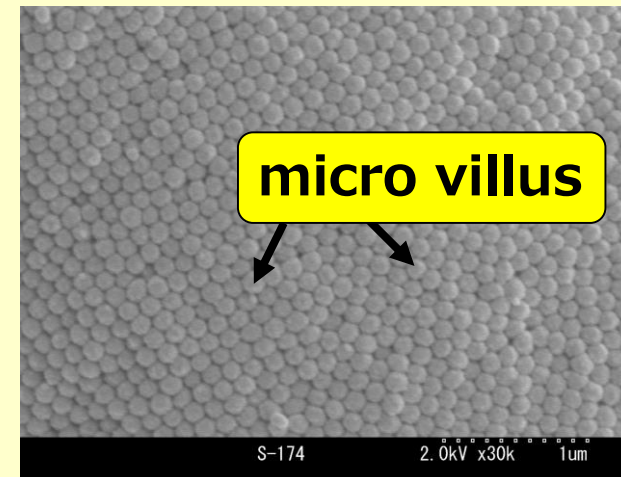
# The pics of mouse's jejunum took by an electron microscope of Tokyo Women's Medical Univ.



The picture of scanning electron microscope of jejunum villus



The pic of transmission type's electron microscope of micro villus in jejunum

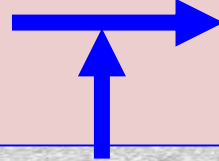
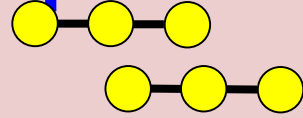


The picture of scanning electron microscope of jejunum micro villus

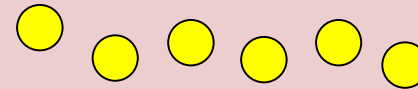


The state that amino acids changed from oligopeptide are absorbed by working terminal enzyme.

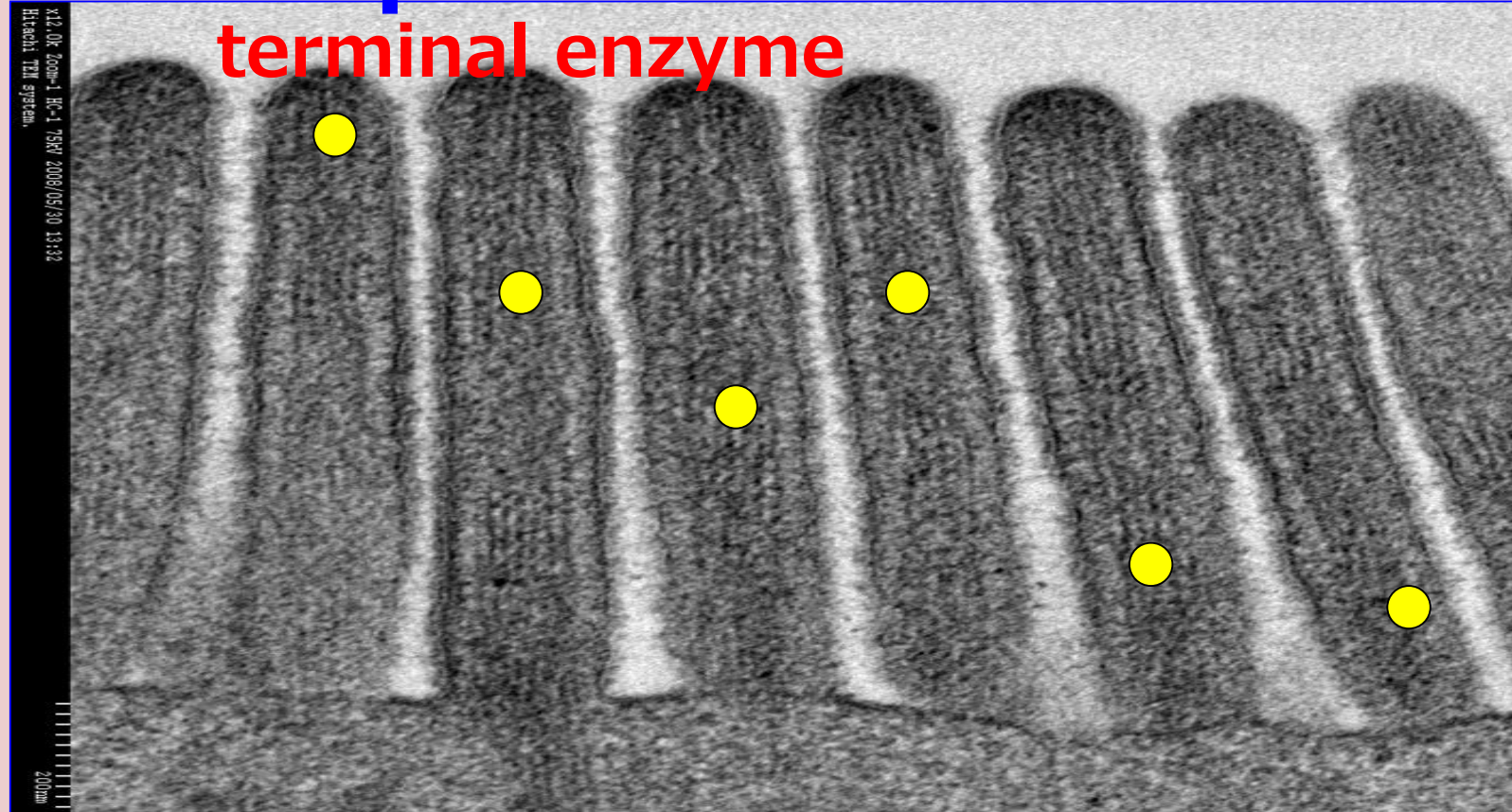
oligopeptide



amino acids



terminal enzyme



Original  
magnification  
:  
x198,000  
times



OTAGAI

## The new electron microscopes used by this research



### scanning electron microscope (H-4300)

- resolution : 1.5nm  
(accelerating voltage:15kv)
- easy to observe sterically  
surface's form of samples

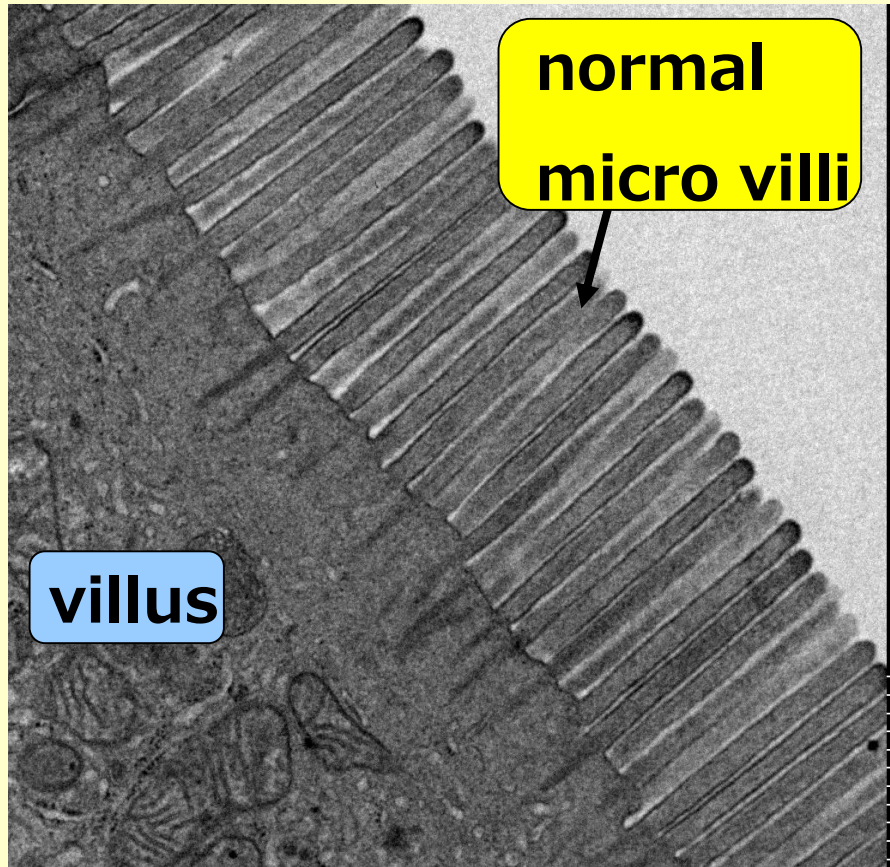
### transmission type's electron microscope (H-7650)

- resolution : 0.204nm  
(accelerating voltage:100kv)
- easy to observe ultrafine form of  
inside structure of samples

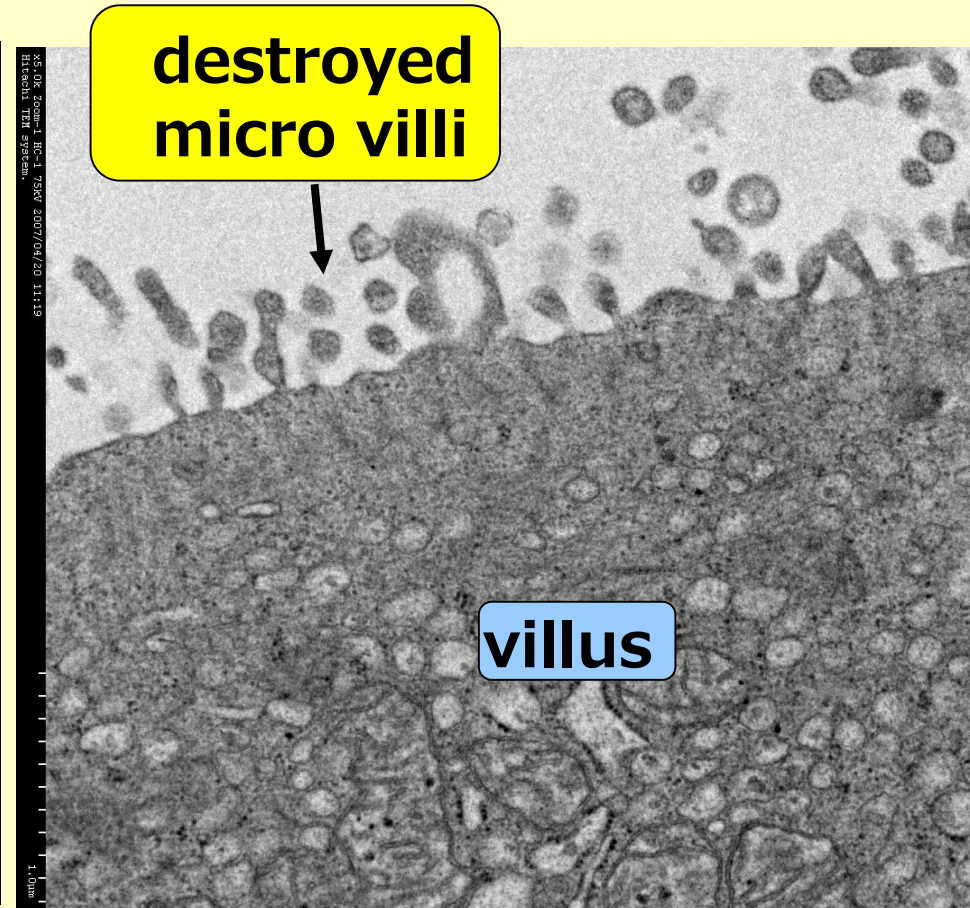




The pics of micro villus in a mouse's jejunum took by transmission type's electron microscope after oral administration of dishwashing detergent.



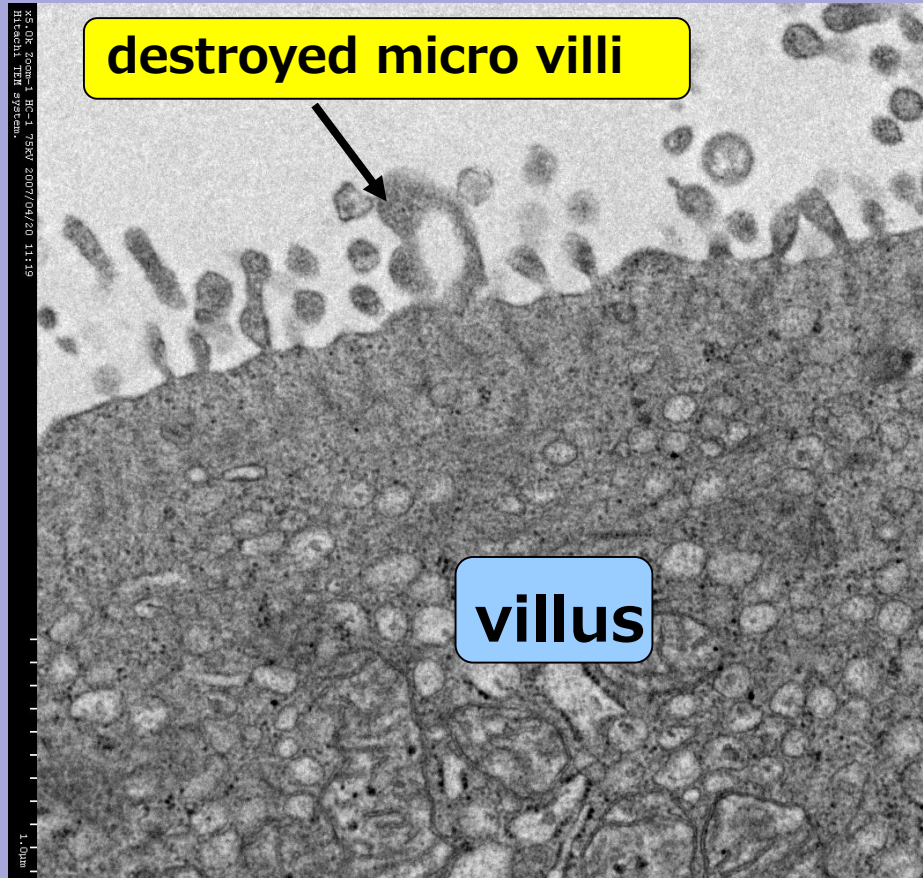
**normal**



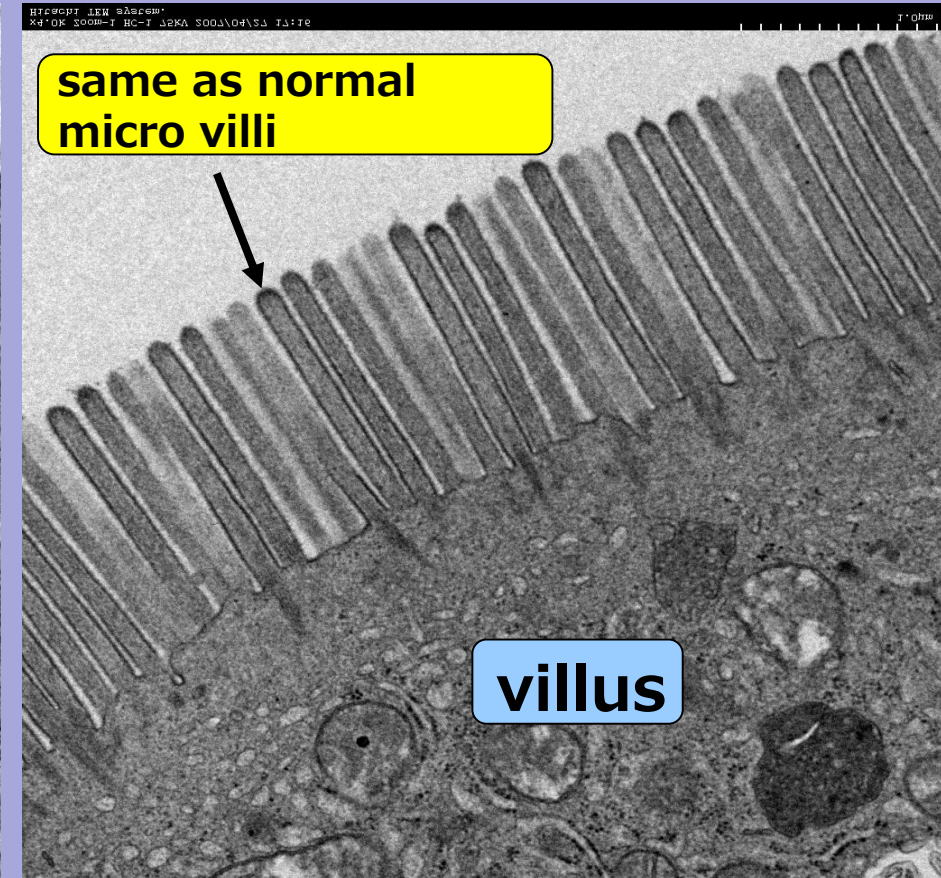
**after oral administration  
of dishwashing detergent**



The pics of micro villus in a mouse's jejunum took by transmission type's electron microscope after oral administration of A-6 SOPHIA EYE and later dishwashing detergent was administered



after oral administration  
of dishwashing detergent



the state of matters of mouse's jejunum after  
**A-6 SOPHIA** was taken for 1 week and  
thereafter washing detergent was  
administered



# Reformation without exercise

## hormone that burns fat

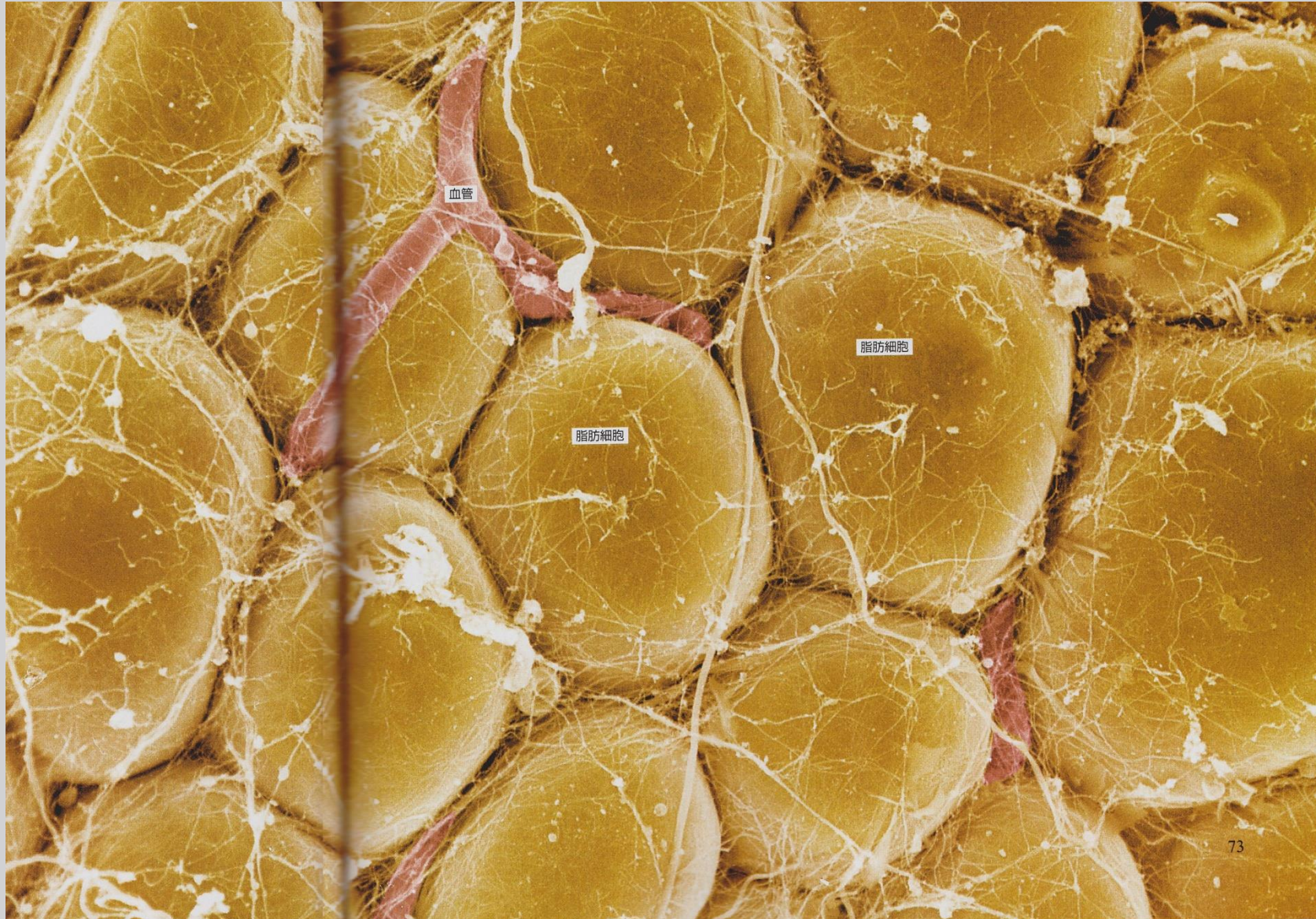
By mouse's experiment, it is verified that adiponectin secreted from fat-cell, enhances the renewal of blood sugar and lipid and burns them in body, whose effect is similar to doing exercise.

**SUPER SOPHIA** , **SOPHIA** acceralate  
Adiponectin's production.



OTAGAI

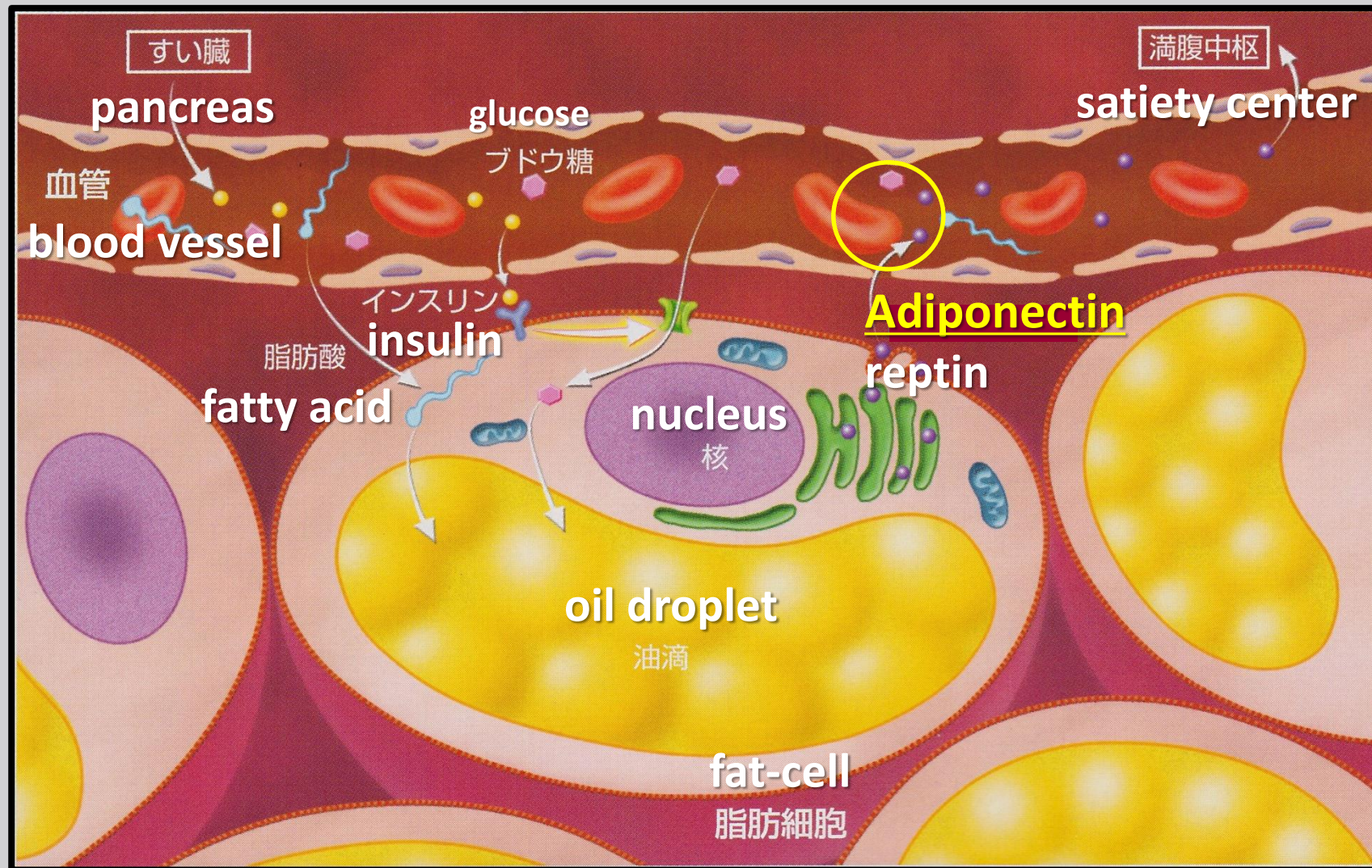
# fat-cell



OTAGAI



# The mechanism of fat-cell



OTAGAI



# Discovery of Adiponectin

Group of Dr. Yuji Matsuzawa,  
Osaka University.



Fat makes decrease of  
Adiponectin, so that  
diabetes and heart attack  
are easily develop. ↓



## 7 Functions of Adiponectin

- 1, Prevention and improvement of  
□ Arteriosclerosis.
- 2, Prevention and improvement of Diabetes.
- 3, Prevention and improvement of high blood  
□ pressure.
- 4, Prevention and improvement of  
□ hyperlipidemia.
- 5, Prevention and improvement of Metabolic  
□ syndrome.
- 6, Prevention and improvement of Fatty Liver.
- 7, Prevention and improvement of Cancer.



O T A G A I

# Discovery and function of Adiponectin receptors

Lab of Dr. Takashi Kadowaki,  
The University of Tokyo



The hormone acts on  
the specific target.

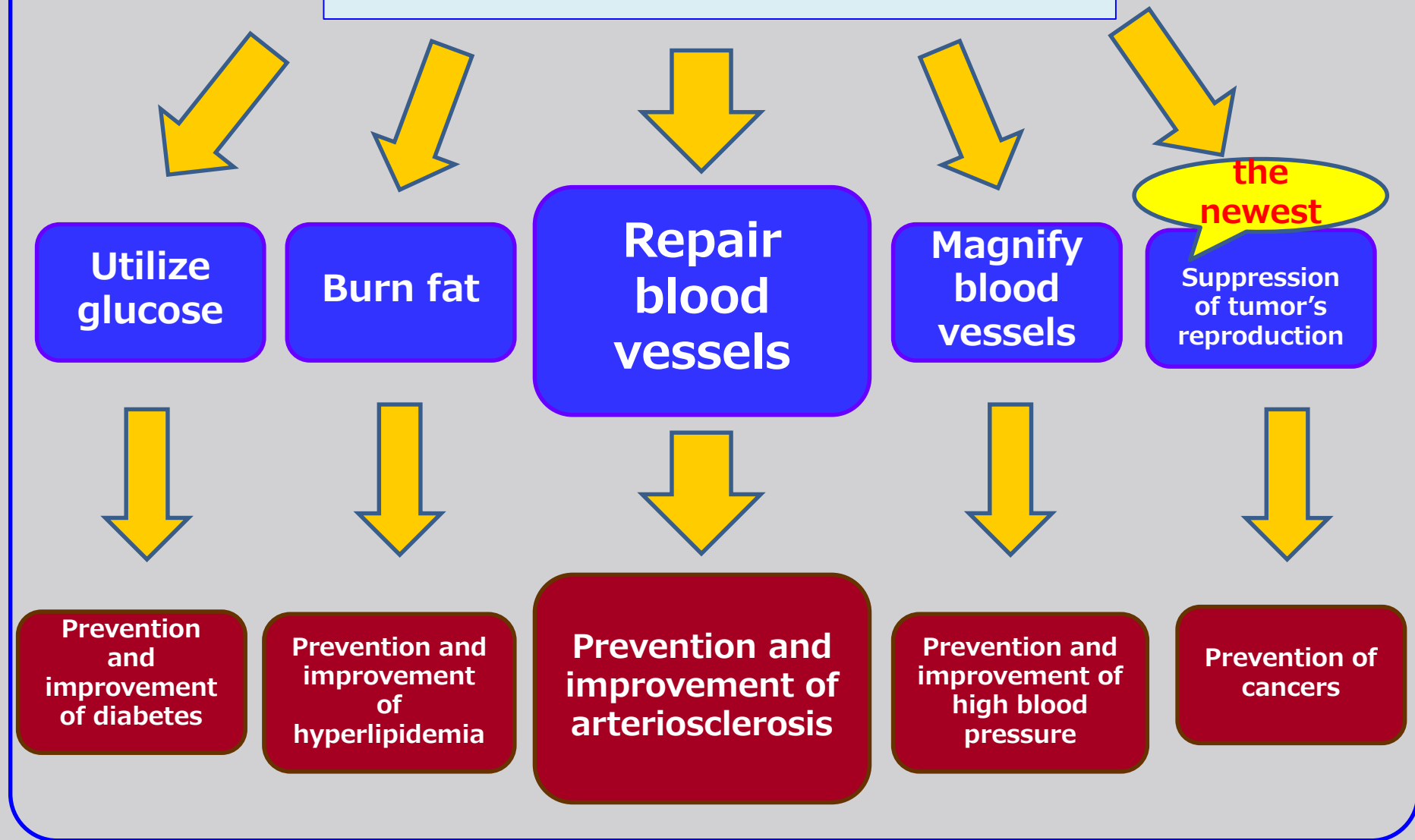
- 1, blood vessel wall
- 2, liver
- 3, hypothalamus of  
□ the brain
- 4, muscle
- 5, others

## Functions of Hormone

- 1, Hormone adheres to blood vessel wall and  
□ restores where arteriosclerosis occurs.
- 2, When adiponectin adheres to muscle, the  
□ effect occurs like doing exercises.
- 3, Hormone improves the function of insulin,  
□ activates glycometabolism and burns fut.
- 4, When hormone goes to liver, it improves fat  
□ metabolism.

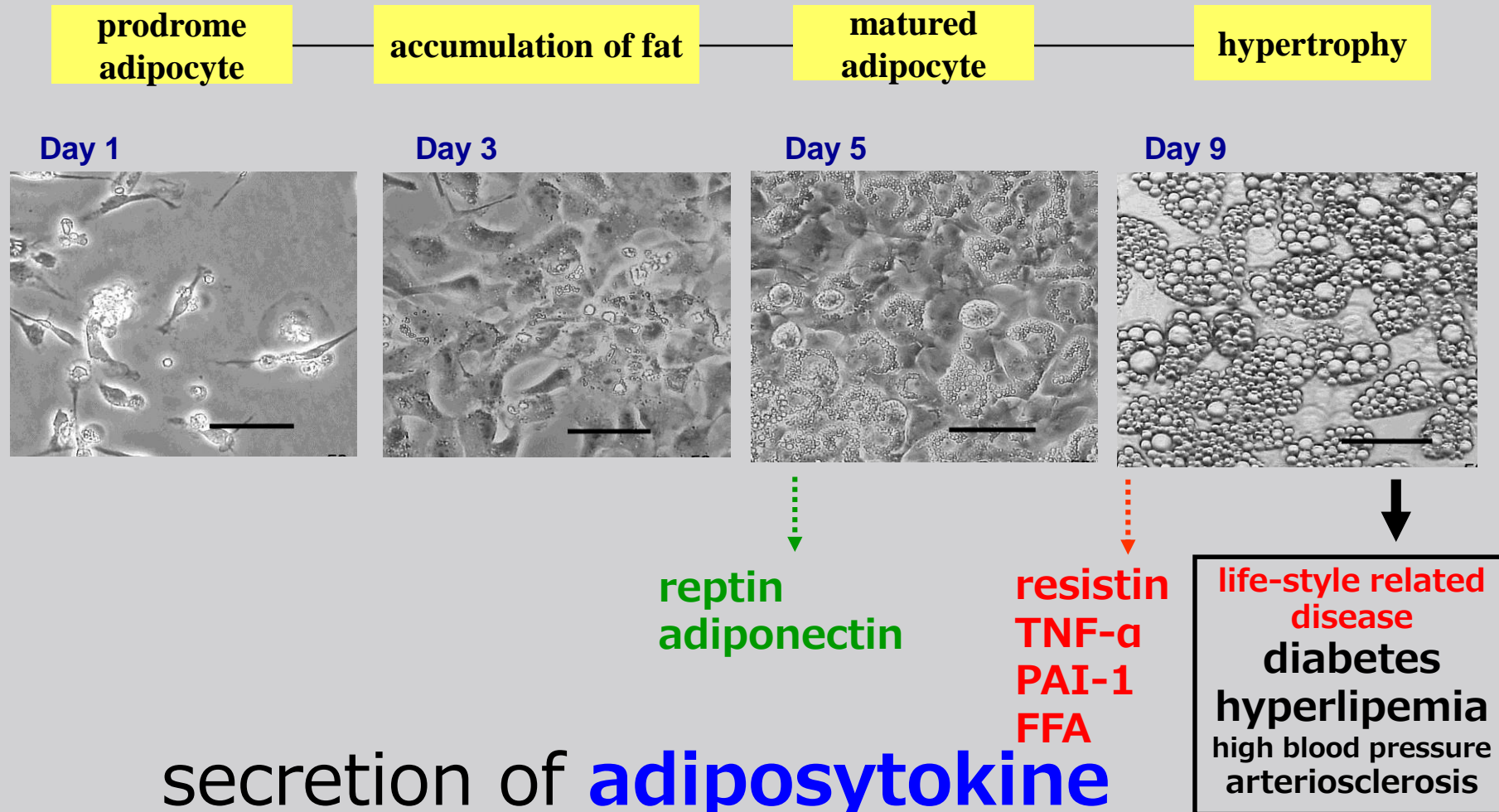


# Adiponectin



OTAGAI

# prodrome adipocyte→differentiation into viscera adipocyte →hypertrophy of fat



outcome/consideration

## **Lactobacillus Fermented Extract\* promoted the 220% production of adiponectin.**

\*SLAFM

- By morphological observation, lipid droplet did not enlarge to 11 days after seeding, and maintained its small fat cell.  
→ It was suggested that \*SLAFM can control the storage of visceral fat.
- Increase the number of macrophage having phagocytic activity  
→ It is considered that by SLAFM enhanced the phagocytic activity of macrophage, the absorption of accumulated lipid droplet was promoted, and suppressed hypertrophy of lipid droplet.  
→ It is also considered that the number of small visceral fat increased, and maintained in high level the production of adiponectin.

This was 2007 in Kyoto.

At first, the first visceral fat precursor cell was used, and then Lactobacillus Fermented Extract was added, gathered culture supernatant every 2 days, had more than **220%** of production of **adiponectin**, compared to negative control.



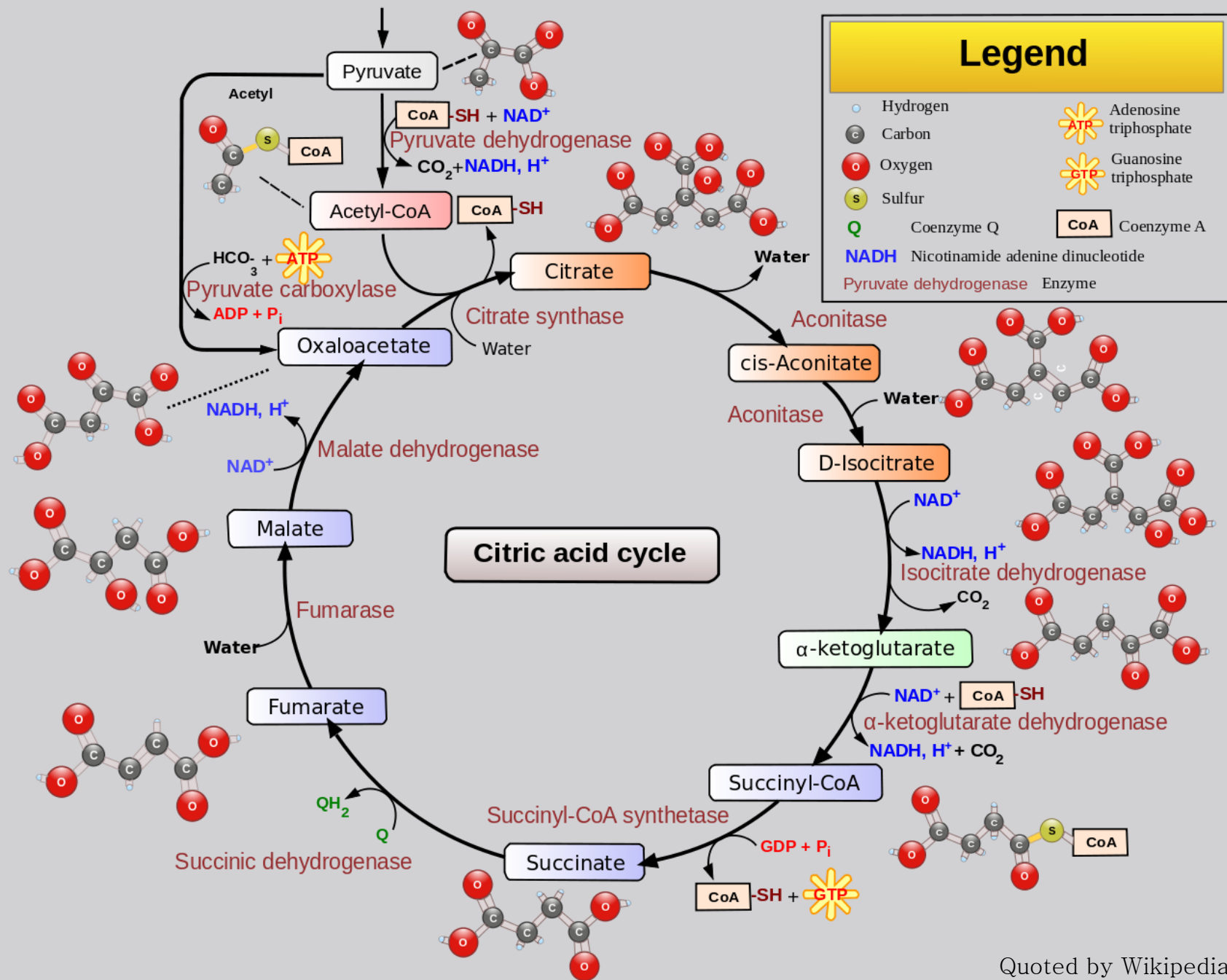
OTAGAI

# Mitochondria



OTAGA





Quoted by Wikipedia



OTAGAI

### 3. Spirit of OTAGAI

- We are looking for the company or people that tries to import and sell SOPHIA's supplement called "DAIGO" of modern version, in Thailand. Now, we export SOPHIA to U.S, China and Korea and then the people of these countries are pleased to get their health by the improvement of their intestinal flora.
- We will conduct research of intestinal flora and this product SOPHIA at an university of Thailand.
- I will hold seminars of SOPHIA in Thailand.
- ✂ In the Kasetsart University, the test of SOPHIA for animals has begun.



## 4. Summirize

1. I will contribute to have the Thai nations know the definition of “New Health”.
2. The product has not been made which was made of human’s lactic acid by the method of secondary culture without Japan.
3. I am convinced that you can get the wonderfulness of being able to be healthy.





## 5. Company Information

**S O P H I A   C O . ,   L T D**

**<http://sophia1000.com>**

**E - m a i l : s a i t o @ s o p h i a 1 0 0 0 . c o m**

**Contact address in Bangkok : M r , K a z u y a   O n d a**

**+ 6 6 ( 0 ) 9 9 - 0 1 0   2 4 6 4**

