

## SARAYA is taking inquiries worldwide for distribution opportunities.

For those interested in promoting our diverse and high-quality health, hygiene, and sustainable household products in your region, please contact the Global Operations Division for more information.

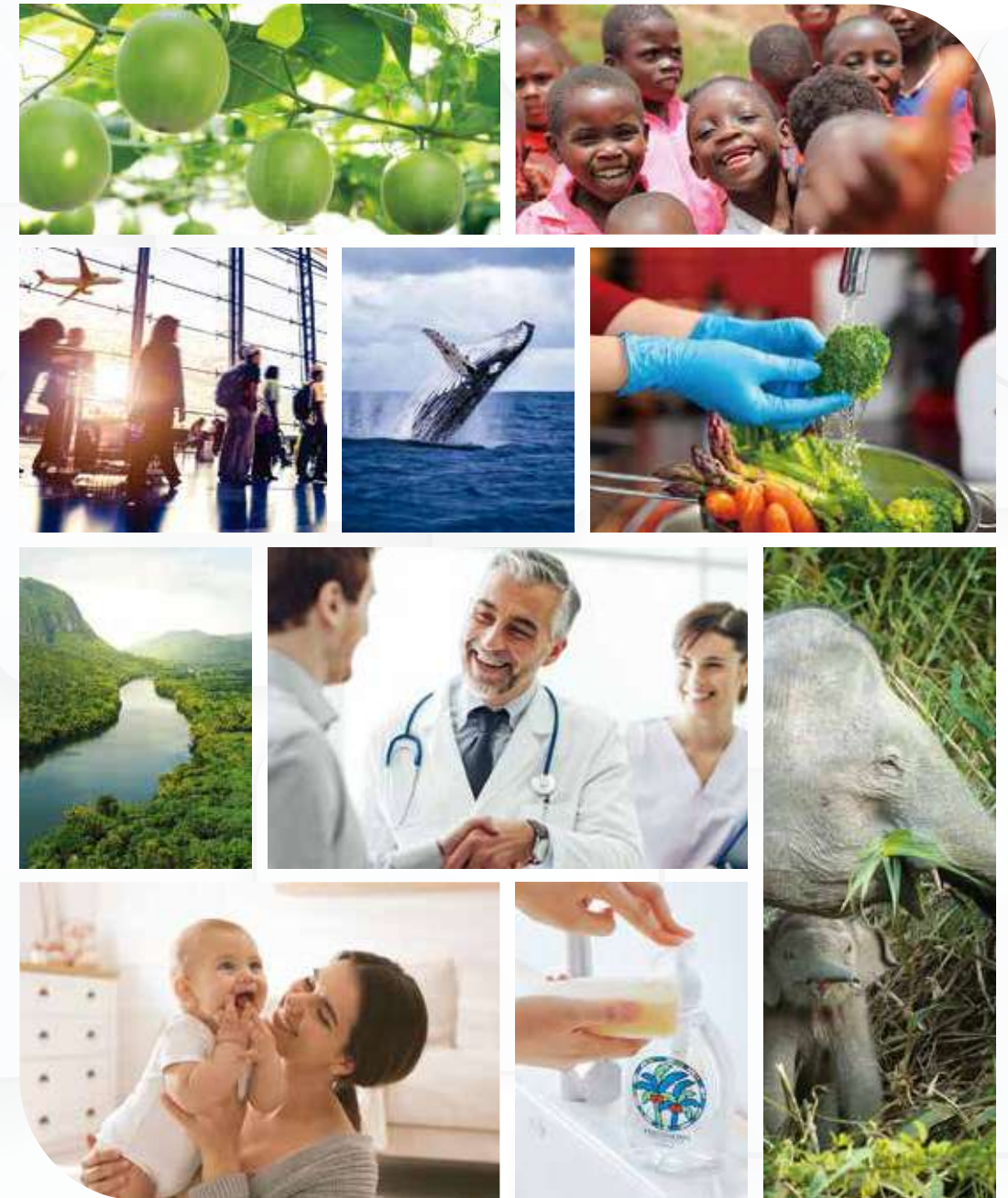
[hands@global.saraya.com](mailto:hands@global.saraya.com)

Products may be subject to change without prior notice for development purposes.  
Due to variations in print and photo quality, products may look different than shown in this catalog.  
This catalog is intended to introduce Saraya Co., Ltd. a company incorporated in Japan.

Some products may not be available outside of Japan at time of publication.



Scan the QR code to  
learn more!



## COMPANY PROFILE

Improving the sanitation, the environment, and health of the world.







# Connect Through Life

Our commitment to environmentally conscious products and corporate culture began long before “eco-friendly” became a popular term. For more than 70 years, SARAYA has provided homes and businesses with safe and effective products that are focused on ecology and sustainability. Our lives are interconnected with the environment, and sustainability is essential for a prosperous society and a bright future. Recognizing this, we are dedicated to connecting consumers with the earth and each other through sustainable products that improve health and sanitation. Connect Through Life.



## Vision

At SARAYA, we believe that Sanitation, the Environment, and Health are interconnected, and it is our mission to improve the wellbeing of the world through these three fields.



## Connect Through Life

## Market Segments

We are committed to researching innovative and practical solutions across four distinct market segments. Each segment is equipped with proven systems designed to prevent infections and enhance sanitation, all in accordance with internationally accepted standards while promoting the development of a sustainable society. This approach guarantees that our customers receive the highest quality service and results through the use of effective chemicals, tools, and educational resources.

P.17 - 18

01 **Healthcare Hygiene**

P.19 - 20

02 **Food Sanitation**

P.21 - 22

03 **Public Health and Hygiene**

P.23 - 24

04 **Consumer goods**





## Message From the President

We expect 2025 to be a turbulent year for SARAYA. Below are our main projects for the year, for which we sincerely ask for your collaboration and support to achieve them.

### EXPO 2025 Osaka, Kansai and the BLUE OCEAN DOME

The EXPO 2025 Osaka, Kansai will run from April 13 to October 13, 2025. SARAYA is proud to contribute in the following ways:

- (1) Supporting the BLUE OCEAN DOME.
- (2) Exhibiting the "Time Machine for Health", which predicts your future health, at the Osaka Health Care Pavilion.
- (3) Opening a permanent LAKANTO booth at the ORA (Osaka Restaurant Association) Pavilion
- (4) Installing hand sanitizer dispensers made from recycled marine waste and plastic from Tsushima Island across the whole EXPO Site.

We look forward to participating in the Expo, together with everyone who was involved in its creation.



Time Machine for Health



BLUE OCEAN DOME



Osaka Health Care Pavilion

### Blue Ocean Projects

We will also promote the Blue Ocean Projects at the BLUE OCEAN DOME.

The following projects are being undertaken:

- (1) The Tsushima Project, which aims to collect and utilize marine debris drifting ashore in Tsushima while revitalizing local communities.
- (2) The Blue Fishery Project in Mauritania.
- (3) The Sailing Ship BLUE OCEAN MIRAIE promotes marine business and strengthens coastal communities.
- (4) The development and sales of marine-related products.

### African Projects

We will promote the creation of social businesses in Africa in collaboration with SARAYA's local subsidiaries in Uganda, Kenya, Egypt, and Tunisia.

Key initiatives include:

- (1) Neglected tropical diseases; the Jigger Project (Uganda and Kenya).
- (2) Promoting food processing and cold chain (Kenya).
- (3) Jojoba tree planting in the desert (Egypt).
- (4) Essential oils and olive oils (Tunisia).
- (5) Promoting IoT in Africa (Tunisia).

Detailed reports on these projects will follow.



During Treatment of Jigger Disease



Jojoba Tree

### Environmental and Wildlife Conservation Project in Borneo

The environmental conservation activities in Borneo, which have been ongoing since 2004, will continue in 2025. We will cooperate with projects such as the Food Corridor for Elephants to protect the environment and wildlife in the rainforest, while at the same time, we will inform SARAYA customers of the status of our conservation activities through the web and other channels.



### Sanitation, Environment, and Health Businesses

Continuing from the previous fiscal year, we will develop and market products and services that strengthen our core focus on hygiene, environment, and health. In particular, we will strive to develop products and services that contribute to efficiency and rationalization in management through the Internet of Things (IoT).

### Our Commitment to Create a Sustainable Society

Today, the world is facing many crises due to global warming, wars, and divisions, but despite that, we still believe in human conscience and wisdom. At SARAYA, we will work hard for a new world, striving for a sustainable society as global citizens. Our mission is to create these new values and spread them throughout the world, not only in Japan but also in Western Europe and Asia. We deeply appreciate your ongoing support and partnership as we strive toward these ambitious goals.

Yusuke Saraya  
President, Saraya Co., Ltd

# History of SARAYA

1950 ..... 1970 ..... 1980 ..... 1990 ..... 2006 ..... 2010

1952

SARAYA was founded in Osaka, Japan, to address poor sanitation in the post-war era and developed Japan's first antibacterial liquid soap made with coconut oil.



1961

Cololo, a gargling solution and machines for dispensing was released to respond to air pollution which became a nationwide problem in Japan during the 1960s.



1971

Yashinomi Detergent, a coconut and palm oil-based biodegradable kitchen detergent was released to respond to the environmental damage caused by petroleum-based detergents.



1979

Quick-drying alcohol-based hand sanitizer and dispenser combo, the Hand Sanitor S for use in the food service, industrial, and medical fields was released.



1990

Alsoft A, alcohol hand disinfectant with rapid and continual antiseptic effect was released.



1995

Lakanto, an all-natural zero-calorie sweetener, is released, adding a new healthy face to SARAYA.



2004

SARAYA joined the Roundtable on Sustainable Palm Oil (RSPO) to realize the development and usage of sustainable palm oil.



2006

SARAYA collaborated to establish the Borneo Conservation Trust to secure habitats and migration routes for wildlife in the Borneo rainforest.



2010

SARAYA launched the Wash a Million Hands Project in Uganda in partnership with UNICEF Japan to spread hand washing practice and knowledge in Uganda. The project spawned development of the 100% Hospital Hand Hygiene Project in 2012 to promote hand disinfectant in hospitals.



2011 ..... 2014 ..... 2015 ..... 2018 ..... 2022 ..... 2024

2011

Smart San series, a combination of high-quality products and educational know-how was released for global food industry customers.



2014

Sanilavo, the new bathroom amenity lineup created for usability with a sense of modern interior design, was released.



2015

Guilin Saraya Biotech was opened in Guilin, China for manufacturing of Luo Han Guo extract, and SARAYA USA was opened to introduce SARAYA quality sustainable home care products to North America.



2016

LAKANTO was rebranded in the U.S. and quickly got rediscovered as a healthy food.



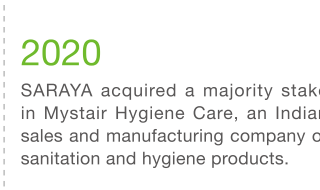
2018

SARAYA received the Minister of Foreign Affairs Deputy Director Award at the inaugural Japan SDGs Awards for its activities in Uganda and Borneo.



2019

New sales and manufacturing company of cosmetic products in Poland.



2020

SARAYA acquired a majority stake in Mystair Hygiene Care, an Indian sales and manufacturing company of sanitation and hygiene products.



2021-2022

The healthcare hygiene brand Alsoft was renewed with a new design and a wider range of products.

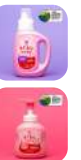


2023

Our own nitrile glove factory, SARAGUARD, started operations.



arau.baby received the USDA mark, which is granted to products in the U.S. that are recognized as having a minimum bio-based content, meeting the United States Department of Agriculture strict standards.



2024

SARAYA Middle East factory was established in Egypt.





## CONSERVATION

## Preserving the Borneo Rainforest



A company should always have the responsibility to protect the natural habitats it claims its resources from. SARAYA is committed to preserving the rainforests of Borneo, Malaysia—one of the world's major palm oil-producing regions. While palm oil is an essential resource for food and industry, unsustainable plantation expansion threatens to destroy some of the world's oldest rainforests. Through NGO partnerships and consumer education, we strive to create a sustainable future for palm oil.

## Supporting the BCT



The Borneo Conservation Trust (BCT) is an NGO recognized by the Malaysian government, created in 2006 to acquire lands along the Kinabatangan River for the Green Corridor project as well as to lead conservation efforts with the local Sabah Wildlife Department (SWD) to protect the threatened wildlife and biodiversity in the Borneo rainforest. By acquiring lands along the riverbanks, the Green Corridor will form a safe migration route for the local endangered wildlife away from palm oil plantations to conservation lands. SARAYA has been supporting the conservation activities of the BCT since its foundation.

## Awareness Raising Activity

At SARAYA, we believe cooperation between the private sector and NGOs is the most effective way to make a lasting difference in the world. To raise consumers' awareness on environmental issues and get them involved in conservation activity, SARAYA donates a portion of the sales of household products such as Yashinomi Detergent, Happy Elephant, and Cocopalm to the BCT, allowing consumers to support NGOs.



Yashinomi Detergent



Happy Elephant

## The Green Corridor and Orangutan Bridges



The island of Borneo is densely populated with unique wildlife and vegetation, making it an important genetic resource for the world. However, many parts of the Borneo rainforest have vanished due to the sudden increase of oil palm plantations in recent years. While these plantations are important for our current lifestyle, it is important to create a balance between environment and industry. SARAYA conducts environmental conservation activities to help make this coexistence possible. One of these activities is the Green Corridor project led by the BCT to establish wildlife migration routes through the rainforest. So far, SARAYA has purchased 12 land parcels in total. Another activity is to erect bridges made from used fire hoses for orangutans. Orangutans cannot swim and often huge plantations cut them off from the rest of the forest. Six bridges have been erected to allow the orangutan population to migrate freely across river tributaries.

## Borneo Elephant Sanctuary Programme

SARAYA began rescue activities for injured Borneo elephants with the Sabah Wildlife Department in 2004. Due to the sudden increase in plantations, elephants often wander onto farms, which can lead to aggression from farmers or their entrapment in snare traps for small game. The Borneo Elephant Sanctuary Programme was launched in 2012 to facilitate safer elephant rescue activities. The first phase of the Borneo Elephant Sanctuary was completed in September 2013 by the BCT in cooperation with Japanese enterprises, including SARAYA. The company will continue to support the program to save the endangered Borneo elephant and promote biodiversity in Borneo.





Sustainability is a multifaceted goal that can be addressed through a seemingly infinite number of programs and initiatives. While the many initiatives run by NGOs, governments, and organizations are meant to answer the neglected needs of society and the environment, we are still not doing enough. Without the cooperation of businesses, we are failing to see the full potential of the world's ability to bring changes to society and the environment. Sustainability leads to social equality and renewable resources, which directly helps companies, but still many companies are blind to the benefits of working towards a sustainable planet. SARAYA is working with the United Nations, UNICEF, the Roundtable on Sustainable Palm Oil, and NGOs to realize the real change.

### The Roundtable on Sustainable Palm Oil



The RSPO is an international non-profit organization that realized a means to produce, supply, and utilize palm oil in a sustainable manner. Members include stakeholders from all parts of the supply chain and supporters such as farmers, manufacturers, distributors, NGOs, and consumers. SARAYA has been involved since 2004 — the first Japanese manufacturer to participate. Since its foundation, members of the RSPO have created sustainable palm oil policies and a supply chain that adheres to environmental and humanitarian regulations, ensuring the world's palm oil supply will be sustainably and ethically produced. SARAYA has developed household detergents with 100% segregated sustainable palm oil since 2010, and all body care products are backed by sustainable palm oil.

RSPO Official Website  
<https://rspo.org>



### Japan SDGs Award

Saraya Co., Ltd. has received the First Sustainable Development Goals (SDGs) Award from the Prime Minister of Japan in 2018. This award is given to those who have a distinguished achievement for promoting policies that fulfill the United Nations' Sustainable Development Goals. It can be awarded to corporations, groups or individuals who engage in activities that address poverty, climate change, sustainability, and many other issues that the international community should address.

The award recognized SARAYA's main SDG contribution target, such as SDG Goals: 3, 6, 12, 14, and 15.



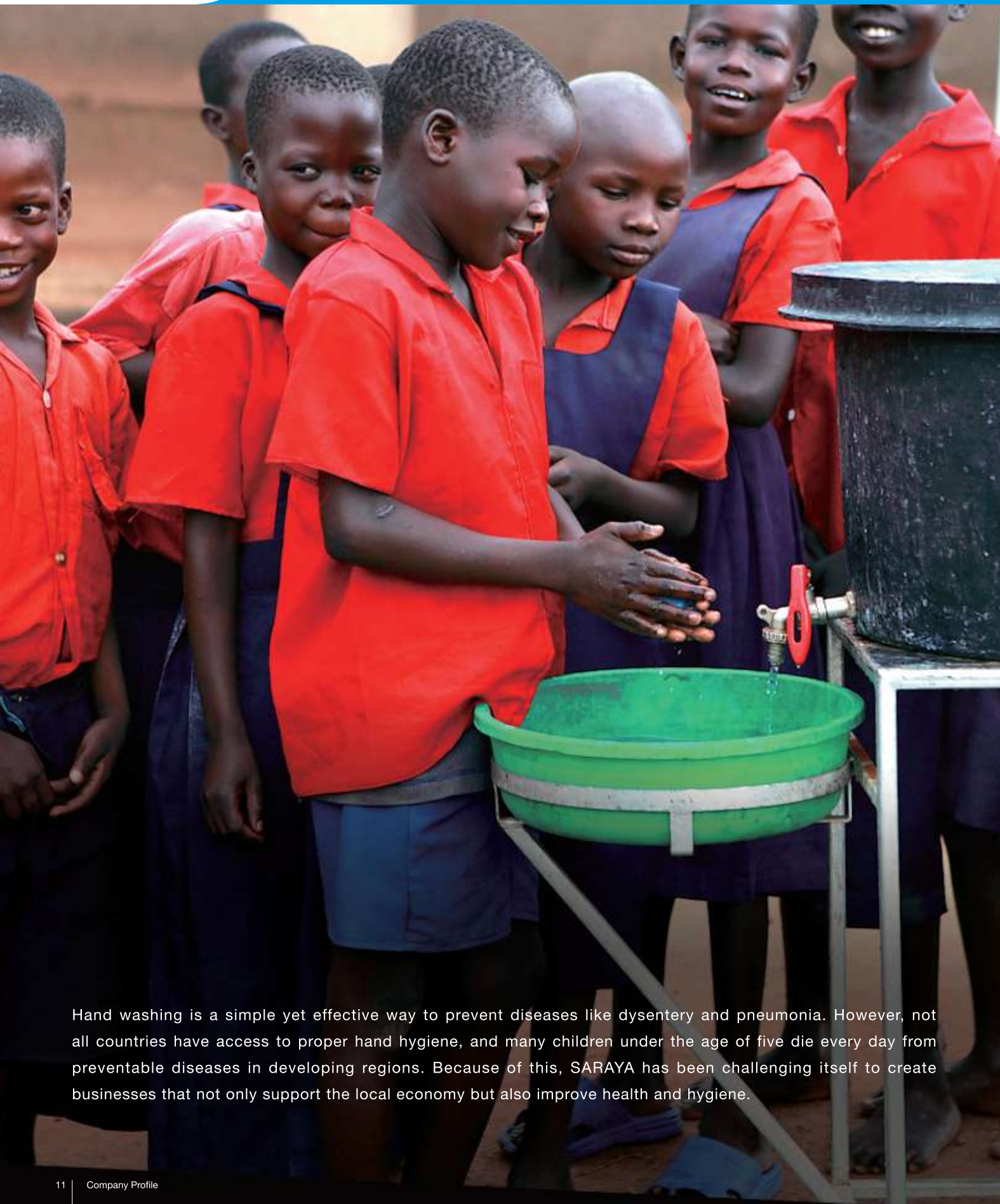
**Japan.**  
Committed  
to SDGs



The following activities are regarded to be SDG promotional efforts.

- Promoting the improvement of sanitation through hand hygiene to the public and healthcare facilities in Uganda and Cambodia.
- 1% of sales of many consumer hand-hygiene products contribute to the Wash a Million Hands Project through UNICEF Japan, supported by the local subsidiary, Saraya East Africa. The company provides hand disinfectants, which are produced locally, and sanitation and hygiene training and education.
- Support for biodiversity through the use of sustainable palm oil (RSPO-certified sustainable palm oil) and conservation efforts in the jungle of Borneo that promote the preservation of wildlife. Our products encourage consumers to choose sustainable options and create awareness of the issues of biodiversity.





Hand washing is a simple yet effective way to prevent diseases like dysentery and pneumonia. However, not all countries have access to proper hand hygiene, and many children under the age of five die every day from preventable diseases in developing regions. Because of this, SARAYA has been challenging itself to create businesses that not only support the local economy but also improve health and hygiene.

### Wash a Million Hands Project in Uganda



Since 2010, SARAYA and UNICEF Japan have collaborated on the Wash a Million Hands Project to educate mothers and their children in Uganda on proper hand hygiene and spread the habit of hand washing with soap in hopes of reducing child mortality from preventable communicable diseases.



The project achieved great success during the first phase from 2010 to 2012, but the sanitation situation in Uganda still requires greater improvement. SARAYA has established the following goals to achieve in the next phase of the project.

### Activities

#### Conduct hand washing promotional activities throughout all regions of Uganda

Following the success of the Hand Hygiene Ambassadors' activities in 30 local districts of Uganda, the next round of the Wash a Million Hands Project will extend across the whole country to promote hand washing with soap. Hand Washing Ambassadors make the project possible by donating their time and energy to help their neighbors learn about hand washing.

#### Heighten mothers' awareness on the importance of hand washing

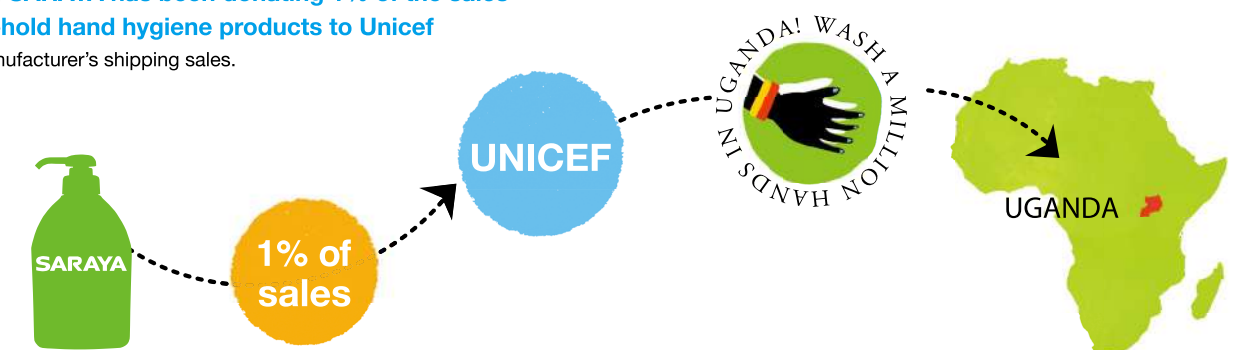
Spread the importance of hand washing with soap among mothers of younger children under 5 years and provide simple hand washing facilities, known as Tippy-Taps, to communities. The installation of taps and education of mothers is expected to have a profound impact on communicable diseases in the country where diseases that can easily be prevented with hand washing are still taking the lives of children regularly.

#### Spread good practice across Uganda

Strengthen the program's ability to monitor and evaluate activities in each district. Communication will allow the message to spread and documentation will enable the project to maintain notable examples of hand washing training and the program's success for sharing and review in the future. The success of the Wash a Million Hands Project should be shared with the world and recreated in other countries. Documenting the project will promote easier communication.

#### Since 2010, SARAYA has been donating 1% of the sales\* from household hand hygiene products to Unicef

\*Based on manufacturer's shipping sales.





# SOCIAL CONTRIBUTIONS

## 100% Hospital Hand Hygiene Project



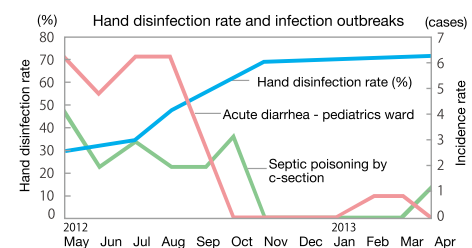
As the Wash a Million Hands Project progressed, SARAYA realized that healthcare facilities in Uganda are also in need of support. To reduce healthcare-associated infection (HAI) in East Africa we founded SARAYA East Africa in Uganda in 2011 to launch and lead the 100% Hospital Hand Hygiene Project.

### Activities

#### Educational training for healthcare providers

The 100% Hospital Hand Hygiene Project provides educational training on the prevention of HAI through hand hygiene to healthcare providers.

The graph shows the incidence rate reduction as hand disinfection practice rate increases at Gombe General Hospital.



#### Local manufacturing of alcohol hand disinfectant

SARAYA Manufacturing (U), a local company, makes hand disinfectant easily accessible to hospitals in East Africa by utilizing local raw materials to manufacture disinfectants - helping improve patient care and the economy.

## Safe Motherhood Project



### Protecting Ugandan Women from Infection

Since 2012, a portion of our skincare brand Lactoferrin Lab. sales in Japan has been used to support the White Ribbon Movement – a project that aims to protect pregnant and nursing mothers in East Africa – through the Japanese Organization for International Cooperation in Family Planning (JOICFP). In 2018, we launched a project to protect pregnant and nursing mothers from infectious diseases in the suburbs of Kampala, the capital of Uganda, and from 2021, we support the promotion of cervical cancer screening as the second phase of the project. Cervical cancer is the leading cause of death among Ugandan women, accounting for 40% of all cancers in the country, and 80% of these cancers are diagnosed in the late stages. Less than 5% of women are screened for cervical cancer. We want to encourage women in Uganda to be more aware of their bodies and live fulfilling lives.

### Activities

**Use of portion of our sales in Japan for activities,** protecting pregnant and nursing mothers in developing countries. Through JOICFP's White Ribbon Campaign, we are collaborating with Reproductive Health of Uganda (RHU), a local NGO working on sexual and reproductive health and rights.

**1% of the sales\* of Lactoferrin Lab. are donated to JOICFP, the NGO organization.**

\*Of sales in Japan



Corporate  
Social  
Responsibility

4

## FOOD VALUE CHAIN

Enriching diets by building a sustainable chain



As food hygiene professionals we utilize our experience to offer total support in the establishment of a food value chain that can scale with developing countries, helping preserve and share the fresh taste of local ingredients while following food safety and hygiene guidelines.

## Redefining Food Standards with Hygiene Technology



In East African countries, where the food supply chain still needs development, it is common for food freshness to drop before it reaches the market. In order to eliminate product loss between product and consumption, it is vital to establish a new food distribution system. Using SARAYA's rapid freezing system together with Japanese hygiene technology we've taken on the challenge of expanding sales channels with high-quality, value-added food processes in Kenya and Uganda.

## SARAYA KITCHEN LAB. Project - Shared Kitchen Opens in Nairobi

SARAYA KITCHEN LAB. has opened a shared kitchen in Nairobi, Kenya, which was selected for the "5th Tobidase-Japan!" project subsidized by the Ministry of Economy, Trade, and Industry. By developing this incubator facility where food businesses can relocate and access rental equipment, we are also promoting correct food processing up to Japan's high standards of food hygiene. By utilizing SARAYA's cooking utensils and equipment—such as our quick-freezing technology—along with our hygiene solutions, including electrolyzed water generators, detergents, and disinfectants, we aim to enhance food safety and quality. Additionally, we are supporting the creation of pop-up restaurants, central kitchens, menu development, cooking classes, food hygiene seminars, and the promotion of Lakanto.



## Fighting Desertification with Jojoba Oil - Greening Egypt

In Egypt, we are conducting research on desert greenification in collaboration with Osaka University through the plantation of jojoba seedlings. Our production method reduces desert expansion and uses a unique cold pressing\*1 system to extract jojoba oil\*2, also used in other SARAYA product development. In addition, by planting seedlings that support local job creation in Egypt, we aim to cultivate a sustainable crop that also helps combat climate change.

\*1. Oil extracted by cold pressing is not subjected to heat treatment, permitting the safe extraction of ingredients that are especially good for the skin, such as tocopherols (vitamin E).

\*2. An excellent moisturizer which is gentle to the skin.







## FROM FARM TO TABLE



Luo Han Guo, a fruit from the Cucurbitaceae family, grows naturally only in the Guilin region of China. Its highly purified extract, more than 300 times sweeter than sugar, is uniquely blended into Lakanto—our zero-calorie sweetener.

As global interest in this rare plant resource grows, SARAYA remains committed to promoting health through food. To achieve this, we ensure rigorous quality control and a stable supply in line with global standards, overseeing every stage from sourcing and production to planning, commercialization, sales support, and distribution.

### Manufactured with a Commitment to Safety and Reliability

The only place in the world where the rare fruit Luo Han Guo grows wild is in Guilin, China, where it is carefully cultivated by contract farmers and transported fresh to designated factories. With the increasing tendency to avoid synthetic chemicals around the globe, we are determined to continue carrying out consistent production at our factories, to ensure quality and a stable supply for the world. Only 10g of high-purity extract is obtained out of every 1kg of Luo Han Guo before being transported to Japan and the U.S., where it is processed and finalized in local factories.

**A valuable ingredient of which only 1% of extract can be obtained.**



1kg of Luo Han Guo



100g of Luo Han Guo extract



10g of high-purity extract of Luo Han Guo



From the residue created during the Luo Han Guo extract process, vegetable compost and a scrubbing agent for handwashing products are created.



### Lakanto Expansion



In recent years, society is paying more attention to sugar consumption and its connection to health. Lakanto is a zero-calorie, zero-sugar natural sweetener made from a highly purified extract of Luo Han Guo and erythritol. Broadly used for cooking at home it is gaining popularity among supermarkets, restaurants and many other businesses that focus on low-carb, low-sugar foods and sweets.

Lakanto has gained recognition not only in Japan but also worldwide. As the “sugar-free” movement gained momentum, the demand for a healthier alternative to sugar grew—people sought a sweetener that could match sugar’s taste without the calories. In response, we introduced Lakanto to the U.S. in 2015.

Luo Han Guo, also known as Monk Fruit, offers a naturally sweet taste with zero calories, quickly winning over consumers in the U.S. Today, Lakanto is sold not only in America but also across Asia, including China and Malaysia, as well as in the Middle East and Europe, gaining global attention.

### A Broader Range with Allulose

SARAYA has started to sell products using “Allulose,” which is considered a rare sugar. Allulose is a sweetener made from corn-derived starch, also found in wheat, figs, raisins, and maple syrup. Among its benefits—apart from not raising blood sugar levels like Lakanto with erythritol—preliminary research suggests that allulose may also promote the growth of certain beneficial gut bacteria. Also, the fact that it permits caramelization makes Lakanto with allulose the perfect solution for your baking.

LAKANTO has long been committed to providing sugar substitutes that meet the needs of diverse tastes, lifestyles, and diets. We hope that our products with allulose will help to enrich people’s lives by giving them more choices for a sweet yet healthy lifestyle.





# 01 Market Segment

## Healthcare Hygiene

SARAYA Healthcare Hygiene combines an extensive infection prevention system with hand hygiene, environmental management, medical device reprocessing, and personal protective equipment. Our research, academic support, and education allow healthcare professionals to perform their best while reducing the risk of infecting patients. SARAYA is a supporter of leading healthcare-related guidelines, while being dedicated to improving hand hygiene compliance.

### Elements of Healthcare Hygiene

Patients are continuously at risk of infection from multiple sources. SARAYA's Healthcare hygiene products help to reduce the potential for infection on hands, environmental surfaces, medical instruments, and endoscopes.

#### 1 Skin Wash



Hand washing is a simple yet highly effective way to prevent infection. It helps by physically removing visible soil from the hands, making it an indispensable infection prevention measure when hands are visibly contaminated. SARAYA provides a full line of foaming hand liquid soaps targeted for professionals, patients and visitors.

#### 2 Hand Disinfection



Hand hygiene is essential for preventing infections in healthcare facilities. Nothing works better, faster, or safer than alcohol for hand disinfection while still being gentle to the skin, even when applied multiple times a day. SARAYA's hand disinfectant, along with no-touch dispensers, is an effective way to prevent healthcare-associated infections.

#### 3 Hand Care



Keeping the skin healthy and moisturized is an essential part of hand hygiene. Frequent hand washing and disinfection can cause skin irritation, which is an ideal condition for bacteria to thrive. SARAYA's hand care products help the skin retain its natural moisture even after frequent hand washing and disinfection.

#### 4 Environmental Cleaning and Disinfection



Cleaning and disinfection of environmental surfaces are fundamental for healthcare facilities to reduce transmission of infections. Areas where frequent contact occurs can transmit bacteria or viruses to patients. SARAYA's surface disinfectants meet the needs of many healthcare facilities and are designed especially for daily use.

#### 5 Medical Device Reprocessing



Reusing instruments is a common yet delicate procedure for any facility. Special care must be taken and select appropriate chemical solution and ensure cleaning, disinfection, and sterilization. SARAYA's medical device reprocessing system was developed to provide healthcare facilities multiple cleaning and disinfecting options under strict adherence to global safety standards.

#### 6 Personal Protective Equipment (PPE)



Hand hygiene and surface disinfection are excellent measures of prevention against infection. Additionally, the use of PPE allows healthcare workers to care for patients and perform invasive or potentially contaminating procedures at a lower risk. SARAYA provides all essential PPE for healthcare use.

### Hospital Environmental Hygiene

SARAYA is a member of Clean Hospitals, an international Centre of Excellence in Public Health dedicated to ensuring high-quality care and optimal protection for patients and healthcare professionals.

Clean Hospitals brings together scientific academia and private companies to advance patient safety while improving hospital environmental hygiene. As an active member, SARAYA contributes to reducing healthcare-associated infections, combating antimicrobial resistance, and safeguarding both hospital staff and the broader environment.



### Improving Compliance



Hand contact with patients or their surroundings can lead to deadly or debilitating infections. While all healthcare workers know the importance of hand hygiene as a primary mean to prevent healthcare associated infections, the frequency and timing of alcohol hand disinfectant usage by healthcare workers notoriously falls below acceptable levels of compliance. Sadly, patients continue to get infected while receiving treatment at the one place they should feel protected.

Guidelines on hand hygiene in healthcare facilities have been written by the WHO as well as national bodies and health ministries in Europe, Australia, and the United States (CDC). These organizations have made great progress for hand hygiene compliance globally, and it is important for hand hygiene companies to support the guidelines by providing the tools to promote them. SARAYA provides options that allow hand hygiene to be performed at the point of care with bedside holders, personal sized hand disinfectant, and no-touch dispensers, while educating the healthcare community about the guidelines to improve hand hygiene compliance and reduce infections.

### Improving Compliance

Proper education is crucial to ensure better compliance. SARAYA provides academic support through research, instruction and publications as well as lectures conducted regularly by our staff and with leading experts.



#### Continuing Medical Education

Our academic department provides training, seminars and continued education regarding hand hygiene, infection control, reprocessing, and many other topics.





# 02 Market Segment Food Sanitation

Providing safe and delicious food is the goal of every player in the food industry. However, with the potential of foodborne illness, great care must be taken to ensure food is hygienically prepared and handled until it is enjoyed by customers. SARAYA provides a full system for food sanitation for a variety of F&B and food processing markets, allowing hassle-free solutions for cleaning and sanitation.

## Smart San

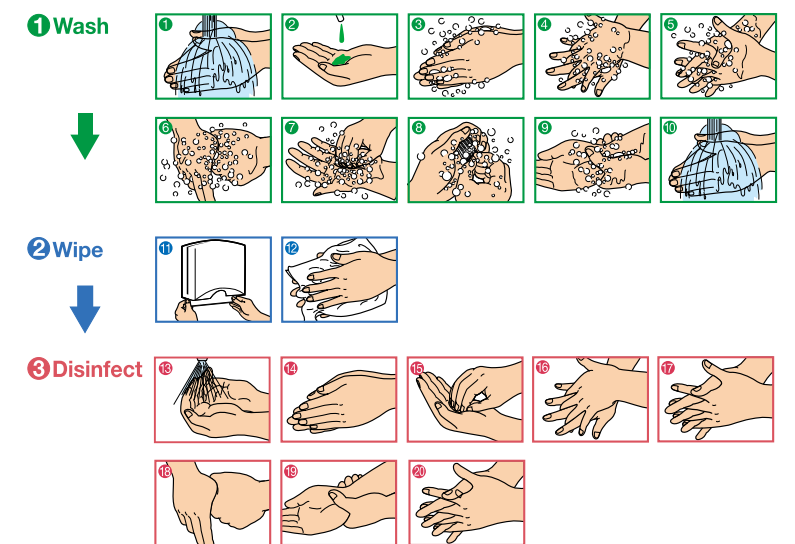
Smart San — our global line of food sanitation products. The Smart San system contains cleaning solutions and tools based on our tested and proven methods in Japan. We have combined high-quality products with the know-how required to meet the strict food hygiene standards of Japan, where we lead the market.

Smart San celebrated its 10th anniversary in 2021.



## Hygienic Hand Washing

In food sanitation, washing your hands is essential to prevent food poisoning. Most pathogenic microorganisms that cause foodborne illness don't inherently live on hands but rather in natural environments or the intestinal tracts of animals. This makes proper handwashing among food establishment staff essential, as it prevents pathogenic microorganisms from adhering to their hands. SARAYA provides handwashing education to staff through group training and visual inspection using hand washing checkers.



## Hygiene Management Support

No restaurant, supermarket, or factory is the same. Each business in the food service industry has specific needs based on a variety of conditions such as menu, facility layout, work force, or management, which means each business has a unique sanitation program. Our trained food sanitation instructors provide the care and attention each business needs for developing an effective sanitation plan that will deliver constant results and the knowledge needed to maximize hygiene management.



### Manuals

Easy-to-understand manuals for cleaning and product handling for a well-managed and functional workplace.



### Sanitation Audits

Third-party hygiene audits to identify potential food safety hazards and suggest new operations to increase safety and productivity.



### Hygiene Training

Dedicated and custom training sessions to ensure staff understands concepts and principles of hygiene, sanitation, and food safety.



## Sanistar

Sanistar produces slightly acidic electrolyzed water that allows throughout disinfection in the food processing industry. This unique technology improves disinfection by turning water and a hydrochloric acid dilution into a powerful, safe, and food-friendly sanitizer through electrolysis. Sanistar water can be used to sanitize food (vegetables, fruits, fish, and meat), factory equipment, production rooms, surfaces, and even hands. Currently used in over 15 countries, Sanistar is becoming recognized for its viability in food safety.





# 03 Market Segment Public Health and Hygiene

As a community, we share hours together in public facilities such as airports, stations, offices, schools, and stores. These facilities enrich our daily lives but also provide the perfect setting for illnesses such as the cold and flu to spread. It is the responsibility of the building management to provide hygienic features and bathrooms to prevent the spread of germs and infections while maintaining a welcoming, professional appeal to the building itself. SARAYA Public Health & Hygiene offers the best solutions to prevent the spread of germs and increase the ease of maintenance, cleanliness, and comfort of facilities.

## Goals of SARAYA Public Health & Hygiene

### Preventive Hygiene & Infection Control

With a long list of widespread outbreaks of infectious viruses such as H1N1, SARS, MERS, avian flu and COVID-19 that are occurring over the past years, society is learning how easily diseases spread and that we are constantly at risk of infection while in public. Alcohol hand sanitizers available in public areas help create a healthier society, something that is simple to provide with SARAYA's sanitizers and no-touch dispensers.

### Comfort and Cleanliness

The satisfaction of providing clean and comfortable surroundings to guests and employees through a clean building should be a major goal of facility managers. Sanitary amenities should assist with this need by being not only hygienic and functional but also well-designed to match the interior of the building. SARAYA offers amenities that are designed to fit stylishly with the interior, with no-touch solutions that ensure the facility is always hygienic.

### Usability



We believe bathrooms should be easily maintained by building managers and cleaning staff while being user-friendly to everybody who uses these facilities. SARAYA products are designed with features that simplify maintenance and raise the comfort level of bathrooms without sacrificing style. All of our amenities are easy to refill, functional, and pleasing to the eye, providing the best results in infection prevention and hand hygiene.



## Importance of Hand Hygiene in Public

Hand hygiene is essential to prevent the spread of germs and stay healthy in everyday situations, simply because our own hands are the most common way to transmit infectious germs. When in public spaces, we have a lot of opportunities to pick up germs or transmit them to the others by contacting door handles, elevator buttons, hand rails, telephones or keyboards. Practically every surface can harbor germs, and everytime a person touches something, they may be leaving or acquiring bacteria from the surface. This is how epidemics and outbreaks spread. Fortunately, placement of hand hygiene products can greatly reduce the spread of germs.

SARAYA offers foaming and liquid hand soaps, alcohol hand sanitizer and supporting dispensers to help the public have an effective defense with hand hygiene.



## No-Touch Operation Technology

Hands are constantly coming in contact with surfaces throughout the day, picking up germs. Even though our hands look and feel clean, they could be contaminated with potential illness-causing bacteria and viruses. While we cannot change the fact that we share many surfaces with a number of unknown people, we can make hand hygiene more effective and enjoyable. SARAYA provides a number of no-touch, sensor-activated dispensers created for a safe, reliable, easy-to-use experience without the need for manual operation, supported by a wide variety of compatible dispenser stands, that will reduce hand contact and make sanitizing your hands more effective.



## Sanilavo Washroom Amenity Lineup

# Sanilavo

### Washroom Amenity Lineup

Sanilavo was created for usability with a sense of modern interior design. With no-touch and manual dispensers for soap, hand sanitizer, and toilet seat cleaner along with all the amenities for air freshener and paper towels collection, Sanilavo is the complete solution for changing your washroom into a hygienic and comfortable space.





# 04 Market Segment Consumer Goods

SARAYA consumer goods are made to be just as gentle on the environment as they are on the user. Our goal is to help our customers maintain a healthy, clean, and sustainable lifestyle by focusing on effective products designed with natural ingredients and built-in eco-friendly features. In addition to keeping your home and body clean, our consumer goods help every household reduce their burden on the environment.



## Product Categories

### Sustainable Home Cleaning



SARAYA's Yashinomi and Happy Elephant household cleaning product lines are made with sustainable palm oil. Designed for effectiveness, they clean thoroughly, rinse easily, and biodegrade quickly. By choosing these products, households support RSPO-certified palm oil and contribute to SARAYA's ongoing efforts to protect the Borneo rainforest and promote environmental conservation.

### Baby & Mommy

Baby products come in many different forms and it is difficult to know which ones are truly safe. arau. and arau.baby natural soap series are made with no additives for less irritation and an array of natural herbs and essential oils that clean the skin safely and refresh the senses.



### Beauty



Combining our expertise in skin health and cleaning has led us to develop cosmetics and body care products that enhance both health and beauty. Our formulas feature carefully selected functional ingredients, such as lactoferrin for radiant skin and natural extracts for nourishing hair care. At SARAYA, we are committed to supporting total beauty and well-being.

### Hygiene

SARAYA has been providing a broad line of hand soaps and sanitizers since we first introduced antibacterial liquid soap to Japan back in 1952. Made from natural ingredients, our household hygiene products are gentle on the Earth and your hands. With experience in many fields of hygiene and sanitation, we bring the perfect hand care products for sustainable households.



### Healthy Food



Well-being starts from within as well as outside the body. Poor diets, unhealthy habits, and lack of exercise are contributing to the global rise in diabetes. To support healthier lifestyles, we offer nutritious and innovative foods like Lakanto—a zero-calorie, natural sugar alternative that can be enjoyed with every meal. At SARAYA, we are committed to creating delicious products that promote health and wellness.

## Natural and Additive-Free

Our world is filled with synthetic chemicals that have made modern life much more convenient. However, these artificial substances often have negative impacts to the environment and our bodies. Inspired by nature, SARAYA creates natural, additive-free products for the home and body. Our goal is to help customers and their families live healthier, more sustainable lives. From hand hygiene to healthy food, even small daily choices can add up to a big impact.



## Environment & Social Support at Home



Sustainability is at the heart of everything we do at SARAYA. We are dedicated to protecting the natural habitats that provide our resources and ensuring our products contribute to a healthier planet. By choosing SARAYA, consumers actively support efforts to create a better world.

We proudly collaborate with organizations such as UNICEF, Save the Children Japan, the Blue Circle movement, and the White Ribbon Alliance to drive positive change.



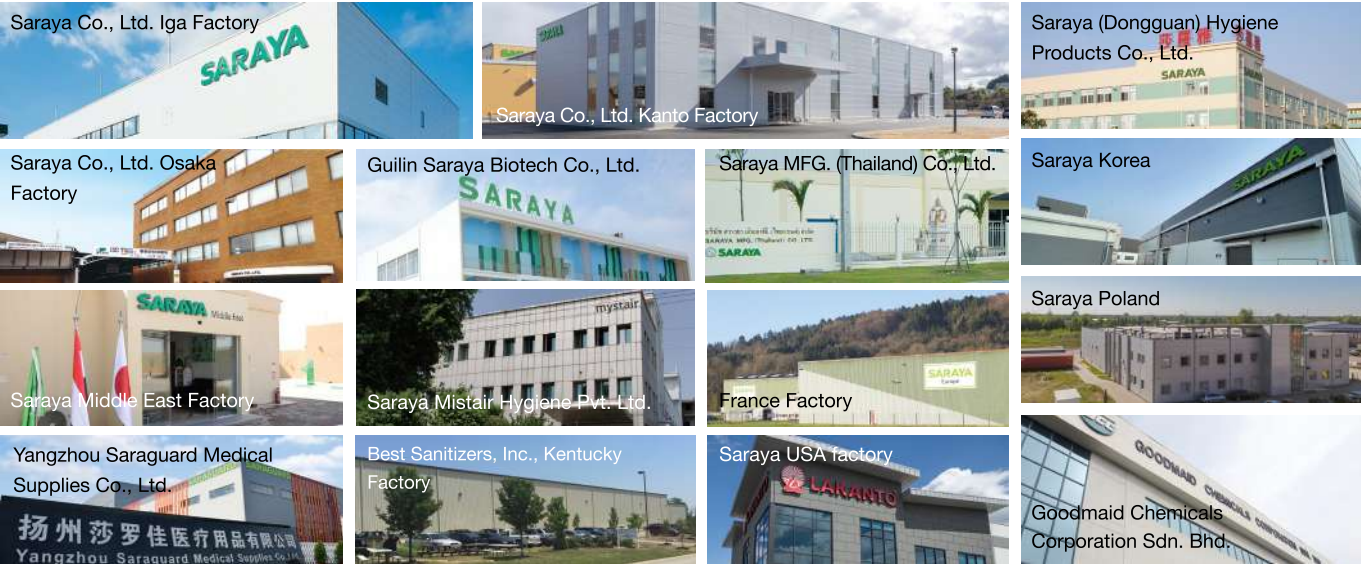


# Production

SARAYA operates a large network of factories across Asia, North America, Europe, Africa, and Middle East, ensuring the highest quality standards rooted in Japanese craftsmanship and reliability. All our products are manufactured in facilities that comply with both local and international ISO standards, guaranteeing safety, quality, and a transparent, streamlined production process.

## Global Production Network

SARAYA's network of group factories manufacture a multitude of consumer and professional products for use worldwide. Each facility ensures the utmost in product quality and worker safety, in addition to utilizing several green features to reduce emissions, curb waste, and suppress the environmental impact of each product. SARAYA facilities are ISO9001 and ISO14001 certified for quality control and environmental systems management standards.

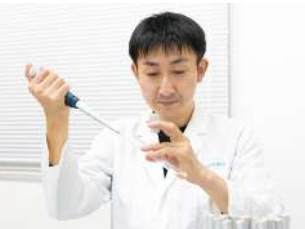


Certified Organization	Certification	Certification Date	Certification No.
Saraya Co., Ltd.	ISO9001	December 13, 2002	JCQA-0608
	Headquarters	December 22, 2006	Q5 060114 009
	Food Sanitation Support Department	December 8, 2008	JCQA-F-0006
Tokyo Saraya Co., Ltd.	ISO9001	December 13, 2002	JCQA-0608
	Food Sanitation Support Department	December 8, 2008	JCQA-F-0006
Saraya Co., Ltd. Osaka Factory	ISO9001	December 13, 2002	JCQA-0608
Saraya Co., Ltd. Iga Factory	ISO9001	December 13, 2002	JCQA-0608
	ISO13485	December 22, 2006	Q5 060114 009
	ISO9001	December 13, 2002	JCQA-0608
Saraya Co., Ltd. Kanto Factory	ISO9001	December 13, 2002	JCQA-0608
	ISO13485	December 22, 2006	Q5 060114 009
	ISO9001	December 7, 2006	C 2018-04533
Saraya MFG. (Thailand) Co., Ltd.	ISO14001	November 26, 2008	C 20177-03750
	ISO9001	November 1, 2005	2516-2005-AQ-RGC-UKAS
Saraya (Dongguan) Hygiene Products Co., Ltd.	ISO9001	April 26, 2018	00118Q33773R0M/4500
	ISO22000	May 16, 2018	001FSMS1800260
	FSSC22000	August 26, 2020	FSSC 73328
Goodmaid Chemicals Corporation Sdn. Bhd.	ISO9001	October 19, 2000	10392109
Saraya Europe SAS	ISO9001	February 28, 2018	2005/23816.10
SARAYA POLAND Sp. z o. o.	ISO9001	October 30, 2019	201181/A/0001/UK/En
	ISO22716	October 21, 2019	0198 940 13314
	ISO 14001	November 23, 2020	UQ-2020112355
Saraya Mistair Hygiene Pvt. Ltd.	ISO 45001	November 23, 2020	UQ-2020112356
	ISO9001	November 23, 2020	305020120219Q
	ISO9001	February 20, 2019	801071
Saraya Manufacturing (U) Ltd.	ISO13485	December 20, 2021	21734
	ISO22716	June 10, 2015	UNBS/GMP/0001

# Research and Development

Know-how and creativity targeted towards real world applications is the basis for developing our innovative products. We utilize a large international R&D team, made up of experts in natural and applied sciences, to develop practical solutions to global health and hygiene challenges. Committed to social responsibility, we strive to combat infections and pioneer new methods that lead to healthier, happier lives.

## Research and Development



SARAYA's biochemical laboratory is at the forefront of our technological innovation, conducting research daily to develop cutting-edge solutions. With a long history of supporting our product development, the lab has contributed to hundreds of innovations, collaborating closely with universities, hospitals, and research institutes, actively participating in academic conferences and publishing scientific papers. Our in-house research enables us to create products that meet the highest standards of quality and environmental responsibility.

## Product Planning



The Product Planning department has individual units for sanitation (including food sanitation as well as public health and hygiene), healthcare hygiene, and global chemicals to develop products suitable for each business segment. The Consumer Product department has its own product planning team to enable quick response to the needs of our customers. Our products are carefully developed by conducting thorough design review meetings with members from various departments.

## Mechanical Design



The Mechanical Design division in the Product Planning department designs hardware to be used with SARAYA chemicals including dispensers, gargle machines, proportioners, sinks, and medical devices such as the Flow-Mediated Dilation (FMD) measuring device. In order to attain the highest quality and performance, the Mechanical Design division works in close coordination with the technical division of Dongguan factory, in China, where our devices are manufactured.

## Graphic Design



Design plays a crucial role in shaping the concept and image of our products and brands. At SARAYA, our in-house design teams in Japan and Malaysia create thoughtful, impactful designs that resonate with customers. Working closely with the Product Planning department, they ensure that every design aligns with the intended concept in both form and feeling. From industrial design—such as bottles and dispensers—to packaging, store displays, catalogs, and websites, all of our designs are crafted in-house to deliver a cohesive and memorable experience.

## Manufacturing



SARAYA manufactures a diverse range of consumer and professional products in 22 factories worldwide, all adhering to the highest Japanese and global standards, including ISO, to ensure exceptional quality and worker safety. SARAYA actively diminishes its impact on the environment by reducing emissions and curbing waste production. Our latest manufacturing facility in Egypt further strengthens our global presence.

## Quality Control



The Quality Control (QC) department ensures excellence at every stage, from raw material procurement to final product delivery. Our central QC team at headquarters collaborates closely with quality management teams in each factory and partners with specialists from the Supply Chain Management (SCM) department. This comprehensive approach enhances the quality of both in-house manufactured products and those produced by our outsourcing partners.



# Global Office Timeline

1995	March	Best Sanitizers, Inc.	2015	September	Saraya USA, Inc.
2003	January June	Saraya HongKong Co., Limited Saraya Korea Co., Ltd.	2016	April August	Taiwan Saraya Higiene Co., Ltd. Saraya Hygiene de Mexico S.A. de C.V. Saraya International, Inc. Saraya Ukraine LLC.
2004	April September	Saraya MFG. (Thailand)Co., Ltd. Saraya International (Thailand) Co., Ltd. Saraya Co., Ltd. Europe	2017	May	Saraya Kenya Company Limited
2005	April July September	Saraya (Shanghai) Biotech Co., Ltd. Saraya Australia Pty Ltd Saraya CIS LLC.	2018	January May July	Saraya Europe SAS Saraya Beauté et Santé Saraya Natural Products Co., Ltd. Saraya Middle East for Industrial Investment J.S.C.
2008	September	Saraya (Dongguan) Hygiene Products Co., Ltd.	2019	February April	Saraya East Europe Sp. Z.O.O. Saraya Middle East Trading DMCC
2009	April	Saraya Hygiene Malaysia Sdn. Bhd.	2020	July	Saraya Mystair Hygiene Pvt. Ltd.
2010	May	Hanoi Representative Office	2021	July October December	Saraya Egypt For Medical Products Chagaroot, Inc. Saraya Brasil Ltda
2011	June	Saraya (Hong Kong Sales) Co., Limited	2022	February August	Saraya Germany GmbH Saraya Natural Products Tunisia
2012	June	Saraya India Private Limited	2023	January	SARL Yangzhou Saraguard Medical Supplies Co., Ltd.
2013	March August	Guilin Saraya Biotech Co., Ltd. Saraya Greentek Co., Ltd.	2024	June	Saraya Middle East Factory
2014	January February May	Saraya Cambodia Co., Ltd. Saraya Manufacturing (U) Ltd. Saraya Goodmaid Sdn. Bhd.			



# News in 2024

## “Jigger Lotion” now available on the Kenyan market

SARAYA has developed “Jigger Lotion,” a treatment for jigger disease, a parasitic skin infection caused by the female jigger flea Tunga penetrans, and recently held a product launch in Kenya. Now that SARAYA Uganda factory has obtained ISO13485 certification, which enables production in Africa, the company aims to strengthen cooperation with NGOs and support groups to promote the use of this product for people suffering from the disease.

## New factory in Egypt

The SARAYA Middle East factory was established in Egypt in June 2024, with its opening ceremony attended by many guests. The factory will not only produce jojoba oil extract, but also manufacture natural cosmetics, Lakanto, nitrile gloves, and OEM cleaning agents, targeting the Egyptian, European, American, Middle Eastern, and African markets.

## Blue Ocean activities around the world

Blue Ocean activities have spread to SARAYA’s overseas branches as well. In Vietnam and Hong Kong, we organized beach cleanups to remove trash along the seashore, while in the U.S., we focused on clearing plastic and other debris along the beach of a nearby lake. The cleanup efforts not only raised awareness of the problem but also provided a valuable opportunity to look back and think about what we can do in our next steps.



# SARAYA Worldwide

Our global network directly provides health and hygiene solutions from 28 countries worldwide. Every SARAYA group company upholds the highest standards of quality control and service, ensuring our products meet the world's leading hygiene and public sanitation guidelines. Please feel free to contact an office near you for more information.

## Our Global Network



### ASIA PACIFIC

Osaka Headquarters

#### Saraya Co., Ltd.

Saraya Australia Pty Ltd  
Saraya New Zealand  
Saraya (Cambodia) Co., Ltd.  
Saraya (Shanghai) Biotech Co., Ltd.  
Saraya (Shanghai) International Trading Co.,Ltd.  
Saraya (Taixing) manufacturing CO.,LTD.  
Saraya (Dongguan) Hygiene Products Co., Ltd.  
Guilin Saraya Biotech Co., Ltd.  
Shinva Medical Biotechnology Co., Limited  
Saraya HongKong Co., Limited  
Saraya (Hong Kong Sales) Co., Limited  
Saraya Wellness Products Co., Limited  
Yangzhou Saraguard Medical Supplies Co., Ltd.

Saraya Mystair Hygiene Pvt. Ltd.  
Saraya Korea Co., Ltd.  
Saraya Hygiene Malaysia Sdn. Bhd.  
Saraya Goodmaid Sdn. Bhd.  
Goodmaid Chemicals Corporation Sdn. Bhd.  
Saraya Glove Industries Sdn. Bhd.  
PT. Salim Saraya Indonesia  
Saraya Myanmar Co., Ltd.  
Taiwan Saraya Hygiene Co., Ltd.  
Saraya International (Thailand) Co., Ltd.  
Saraya MFG. (Thailand) Co., Ltd.  
Saraya Greentek Co., Ltd.  
Saraya Greentek Hanoi Office

### EUROPE

Saraya Europe SAS  
Saraya Co., Ltd. Europe  
Saraya Poland Sp. z o.o.  
Saraya Germany GmbH  
Saraya CIS LLC  
Saraya Ukraine LLC.

### AFRICA / MIDDLE EAST

Saraya Beaute et Sante  
Saraya Natural Products Tunisia SARL  
Saraya Manufacturing(U) Ltd  
Saraya Middle East for Industrial Investment J.S.C.  
Saraya Middle East Factory  
Saraya Egypt For Medical Products  
Saraya Middle East Trading DMCC  
Saraya Kenya Co., Ltd.

### AMERICA

Best Sanitizers, Inc.  
Best Sanitizers Kentucky Factory  
Saraya USA, Inc.  
Chagaroot, Inc.  
Saraya Natural Products Co., Ltd.  
Saraya Hygiene de Mexico S.A. DE C.V.  
Saraya Brasil Ltda

#### Saraya Co., Ltd. Headquarters

2-2-8 Yuzato, Higashisumiyoshi-ku, Osaka 546-0013 Japan  
URL: <https://saraya.world/> E-mail: [hands@global.saraya.com](mailto:hands@global.saraya.com) Phone: +81-6-6703-6336

#### NORTH AMERICA / SOUTH AMERICA

Best Sanitizers, Inc.  
<https://www.bestsanitizers.com/>  
Best Sanitizers Kentucky Factory  
Saraya USA, Inc.  
<https://www.lakanto.com/>  
Chagaroot, Inc.  
<https://chagaroot.com/>  
Saraya Natural Products Co., Ltd.  
<https://lakanto.ca/>  
Saraya Hygiene de Mexico S.A. DE C.V.  
Saraya Brasil Ltda

#### ASIA PACIFIC

Saraya Australia Pty Ltd.  
<https://www.saraya.com.au/>  
Saraya New Zealand  
<https://www.saraya.co.nz>  
Saraya (Cambodia) Co., Ltd.  
<https://saraya-cambodia.com/>  
Saraya (Shanghai) Biotech Co., Ltd.  
<https://www.saraya.com.cn/>  
Saraya (Shanghai) International Trading Co.,Ltd.  
Saraya (Taixing) manufacturing CO.,LTD.  
Saraya (Dongguan) Hygiene Products Co., Ltd.  
Guilin Saraya Biotech Co., Ltd.  
<http://www.sarayaguilin.com.cn/>  
Shinva Medical Biotechnology Co., Limited  
Saraya HongKong Co., Limited  
Saraya (Hong Kong Sales) Co., Limited  
<https://www.saraya.hk/>  
Saraya Wellness Products Co., Limited  
Yangzhou Saraguard Medical Supplies Co., Ltd.  
Saraya Mystair Hygiene Pvt. Ltd.  
<https://sarayamystair.in/>  
Saraya Korea Co., Ltd.  
<https://www.sarayakorea.com/>  
Saraya Hygiene Malaysia Sdn. Bhd.  
Saraya Goodmaid Sdn. Bhd.  
<https://www.goodmaid.net/>  
Goodmaid Chemicals Corporation Sdn. Bhd.  
<https://www.goodmaid.net/>

#### EUROPE

Saraya Europe SAS  
<https://www.sarayafrance.com>  
Saraya Co., Ltd. Europe  
<https://www.saraya-europe.com/>  
Saraya Poland Sp. z o.o.  
<https://www.saraya-europe.com/pl/>  
Saraya Germany GmbH  
Saraya CIS LLC.  
<https://www.saraya-cis.ru/>  
Saraya Ukraine LLC.  
<https://www.saraya.com.ua/>

#### AFRICA/MIDDLE EAST

Saraya Manufacturing (U) Ltd.  
<https://saraya.ug/>  
Saraya Beauté et Santé  
Saraya Natural Products Tunisia SARL  
<https://saraya.me/>  
Saraya Middle East for Industrial Investment J.S.C.  
Saraya Middle East Factory  
Saraya Egypt For Medical Products  
Saraya Middle East Trading DMCC  
<https://saraya.me/>  
Saraya Kenya Co., Ltd.  
<https://saraya.co.ke/>



Please access here to  
contact each global office.