
~ Phiten technology supports stays at the House, providing "Recovery in both body and mind",
for children facing illness and their families.~

『A moment of rest for the family in need.』

Phiten and Ronald McDonald House Partner to Launch Support Activities

Phiten Co., Ltd. (Headquarters: Kyoto, Japan; President: Yoshihiro Hirata; hereinafter referred to as "Phiten"), a Body Care Company, supports the activities of the Ronald McDonald House Charities, which provides supports to children facing illness and their families, and will launch health support activities in partnership with the organization.



The Changes in Pediatric Healthcare and the Burden on Families

In recent years, the environment surrounding pediatric healthcare has changed dramatically.

The decline in pediatric departments has led to widening regional disparities in healthcare access, and an increasing number of cases require long-distance travel to urban medical institutions in search of specialized treatment.

Furthermore, with prolonged hospitalizations, parents face complex challenges, including employment constraints due to caregiving responsibilities, financial burdens, and Siblings Care*. Moreover, due to the shortage of healthcare professionals, the role that families must play has been growing year by year.

Under these circumstances, "the physical and mental care of the families," not just the sick children themselves, has become an important social issue.

*Sibling Care: Support for the "siblings (brothers and sisters)" of children with illnesses or disabilities. This refers to activities that address the loneliness, conflicts, and sacrifices experienced by siblings in environments where family attention tends to be concentrated on the sick child, and that support their healthy development.

Health support activities for "Supporting those who provide support"

Phiten, as a Body Care Company, focuses on "the physical and mental care of the family" and provides support in collaboration with the Ronald McDonald House Charities.

- Provision of body care-centered health support for families staying at the House
- Self-care support to help reduce physical and mental burdens
- Development of continuous support systems covering hospitalization through post-discharge

Through this activity, we aim to reduce fatigue and stress associated with caregiving during hospitalization and contribute to maintaining the health of families caring for their children.

Support "Bridging Hospitalization and Home Care"

Moving forward, in addition to support during stays at the House, the activities aim to develop health support services that can be continued after discharge and during home care.

By realizing "seamless care that continues from hospitalization through home care," it will help reduce the burden on families and improve their quality of life.

Phiten Approach to Social Engagement

As healthcare systems continue to evolve, hospitals alone are no longer sufficient to support children with illnesses and their families.

As a Body Care Company, Phiten believes that protecting the physical and mental health of families leads to a sense of security for children.

Through this activity, we aim to contribute to supporting the future of pediatric healthcare together with society.

Creating Shared Value (CSV)

This activity is not merely a form of support, but rather aims to "Create Shared Value (CSV)" by leveraging the company's strengths.

We will leverage the technologies and expertise cultivated in the body care, wellness, and recovery fields to achieve both the resolution of social issues and the enhancement of corporate value.

Corporate Information

Ronald McDonald House Charities Japan

With the aim of supporting children facing illness and their families, the organization establishes and operates facilities near medical institutions where they can stay at no cost. Additionally, through the promotion of volunteer activities and awareness-raising initiatives, it contributes to enhancing the medical and welfare support system in Japan.

URL : <https://www.dmhcj.or.jp/>

Phiten Co., Ltd.

Since its establishment in 1983, the company has upheld the policy of "Everything we do, We do it for your health." and has provided health support to people around the world. The company is dedicated to developing unique technologies and has introduced a wide range of stress care and body care products by leveraging its proprietary "AQUA TITAN Technology," which disperses metals at the nano level in water. With a track record of over 100 patents worldwide, the company has earned the trust of everyone from the public to elite athletes, and its product capabilities have been highly acclaimed globally.

URL: <https://www.phiten.com/>

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