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Japan System Techniques Co., Ltd.

Start of Cooperation for Okinawa Blue Zone Research for Creating a Well-being Society

Japan System Techniques Co., Ltd. (Head Office: Kita-ku, Osaka; President and CEO: Taku Hirabayashi; JAST) and Butterfly Pea Labo Co., Ltd. (Head office: Naha, Okinawa; President and CEO: Houlong Wang), a start-up company in Okinawa, have started working together for research involving the reasons Okinawa prefecture is recognized worldwide as a blue zone, which means the prefecture's residents have a long life expectancy and low rates of chronic diseases.



Launch the Future



Butterfly Pea Labo

■ The contribution of blue zones to well-being

Okinawa prefecture is one of the world's five blue zones, which are regions where many people live to the age of 100 in good health. The prefecture is well known as a model for a society where people have a long healthy life expectancy. Studies of Okinawa often focus on the significant contributions to well-being of the region's traditional diet and exceptional natural environment.

■ Joint research has the goal of creating a well-being society

JAST is dedicated to helping solve social issues by using its advanced technologies involving AI, the internet of things, the cloud, big data analysis and other fields. In the healthcare sector, JAST has considerable skill concerning evidence research that uses big data. Butterfly Pea Labo has the mission of good health for people and Earth. Guided by this mission, the company is working on creating a business model encompassing the business model of the sixth industry level, integrating production, processing, and sales of butterfly peas grown in Okinawa. This includes research involving the antioxidant anthocyanin, which butterfly peas contain, and activities in the agriculture and tourism sectors. JAST and Butterfly Pea Labo have started joint activities that combine their knowledge and experience for the purpose of performing studies about enabling people to enjoy even longer healthy lives and gaining more insight concerning blue zones.

The first step of this partnership is research to seek scientific evidence for the ability of butterfly peas, the core business of Butterfly Pea Labo, to help people live a longer healthy life. The final objective is to play a role in the creation of a well-being society by establishing a new model with the potential of recreating blue zones.

■ Well-being society goals of JAST and Butterfly Pea Labo

JAST is an IT solutions company with operations centered on solutions for social issues. The company has made steady progress in the healthcare sector through activities such as support for the data-driven prevention of health problems and the provision of a lifestyle improvement app. Based on the theme of sustainable health for people and society, JAST works with public sector, academic and other partners to develop services that enable people to enjoy a longer healthy life. Okinawa blue zone research that uses this collaboration with Butterfly Pea Labo is expected to establish scientific evidence involving blue zones and contribute to creating a well-being society that uses the resources of Okinawa.

Butterfly Pea Labo is dedicated to enabling people to lead more healthy lives by using butterfly peas grown in Okinawa for a sound body and a sound mind. Through the fusion of scientific knowledge and traditional know-how, the goal is to achieve sustainable beauty and health to create a society where people can enjoy healthy and fulfilling lives. All activities have the objective of further upgrading well-being by increasing levels of enjoyment and peace of mind in people's lives.

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