



## TREE OF LIFE Co.,Ltd. / SEIKATSU no KI

### Company Description

#### [A Pioneer in Wellness Lifestyle, Harnessing the Blessings of Nature]

TREE OF LIFE Co., Ltd. (Kabushiki Kaisha Seikatsu no Ki) is a company that has led the Japanese market in the fields of herbs and aromatherapy since its founding in 1955, upholding the corporate themes of "Nature, Health, and Joy." As a true pioneer, the company has consistently proposed a lifestyle that integrates the moisture and color of botanicals into daily life, even during periods when herbs and aromatherapy were not widely recognized.

#### [Diverse Business Portfolio and Commitment to Quality]

Today, Tree of Life operates a highly diversified business structure as an enterprise dedicated to promoting **Wellness & Well-being**.

1. **Import, Manufacturing, Development, and Wholesale:** The company partners with farms across the globe to import raw materials, including approximately 120 varieties of dried herbs and 180 varieties of essential oils. At its dedicated factory and distribution center in Mizunami City, Gifu Prefecture, Tree of Life manufactures and processes over 2,500 items of herb and aromatherapy-related products. This integrated approach, from sourcing to in-house production, ensures rigorous quality control, allowing the company to supply safe and reliable products to both consumers and corporate clients. They also offer active OEM production and wholesale services to meet a wide range of business needs.
2. **Retail and E-commerce:** Tree of Life operates approximately 110 direct retail stores nationwide. Store staff, equipped with expert knowledge, provide personalized consultations to customers, supporting their comfortable living through the appropriate use of herbal teas and aromatherapy products. Furthermore, the official online store ensures products are accessible to customers nationwide.
3. **Education and School Business:** The company manages the "Herbal Life College" culture school, offering specialized courses, including those for certification in aromatherapy, medical herbs, and Ayurveda, thereby actively promoting the dissemination of expert knowledge in these fields.

#### [History and Social Responsibility Initiatives]

The company began in 1955 as "Toko," a pottery store, and was formally established as a corporation in 1967. Key milestones include the launch of the "Tree of Life" tableware series in 1972 and the introduction of essential oils in 1985, which marked the start of their aromatherapy business. Tree of Life has consistently been ahead of its time with innovative proposals.

The company is also deeply committed to corporate social responsibility (CSR). Beyond simply selling products, Tree of Life actively promotes ethical initiatives such as **Community Trade** (e.g., the Ghana Soap Workshop) and **Welfare Trade** in collaboration with welfare facilities (e.g., the Welfare Facility Soap Workshop). These efforts reflect a commitment to a sustainable society and responsible business practices.

#### [Vision]

Tree of Life's vision is to realize a society where "everyone can understand the state of their own mind and body and proactively cultivate their health with the help of nature." The company continues to pursue the infinite possibilities of botanicals, striving to be a trusted brand that continuously innovates new lifestyles and supports the wellness and well-being of people's lives.

### Company Details

#### Head Office

Japan

#### Main Business

ハーブ、アロマテラピー関連製品（エッセンシャルオイル、ハーブティー、スキンケア、健康食品など）の輸入、製造、加工、OEM受託生産、卸売販売、小売（直営専門店「生活の木」の経営）、通信販売、カルチャースクール（Herbal Life College）の経営、コンサルティング事業。自然の恵みを活かしたWellness & Well-beingなライフスタイルの提案。

**President**

重永 忠

**Established**

1967年12月（個人創業は1955年）

**Capital**

1,000万円

**Number of Employees**

501 - 1,000

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