

News You Can Use

Salonpas® Brand Stands the Test of Time

(NAPS)—Compassion for loved ones is at the heart of the Japanese idea of TE-A-TE. It's also the starting point of Hisamitsu's "patch treatment culture," and has been emphasized there since its establishment.

Hisamitsu Pharmaceutical Co., Inc., founded in 1847, is a global pioneer and innovator of transdermal and topical patch technology with a focus on pain relief. The Salonpas® product line, which gained early acceptance in Asia and is now registered in over 100 countries, has pioneered the development of topical patches to relieve pain.

Now, in celebration of the 90th anniversary of the Salonpas patch, the world's No. 1 brand of Over-the-Counter (OTC) topical analgesics in the patch category (as reported in Euromonitor International Limited, 2023 data), Hisamitsu America is offering in-person and online product sampling events in May.

That's because the numbers in May 18th—5-1-8—are the same as the Japanese symbols for "relieve stiffness." Kori wo Iyasu.



How to Get Your Free Sample

In person samples of the Salonpas Lidocaine FLEX patch are available two consecutive weekends during the New York City Japan Parade and Street Fair on May 11th at West 72nd Street between Columbus Avenue and Central Park West from 11 am to 5 pm. The Fair features authentic Japanese street food with activities including origami, calligraphy, and celebrity photo opportunities. The parade, which starts at 1 pm on Central Park



Americans can celebrate Japanese culture and get free pain relief patches in May.

An advertisement for Salonpas FLEX Patch. At the top, it says "May 18 5.18 Salonpas Day". Below that is a white box containing a single Salonpas FLEX Patch. The box is labeled "Salonpas Pain Relieving FLEX Patch LIDOCAINE 4%". It also lists features: "Maximum OTC Strength", "Stretchable", "Thin Fabric", and "Strong Adhesion". A green circular badge on the right says "FREE SAMPLE!". At the bottom, it says "A flexible Lidocaine patch that really, really sticks." and "Available while supplies last. See website for complete terms and conditions. Use as directed." A small circular logo with the letters "T" is visible in the bottom right corner of the ad.

West at 81st Street, features the cast of "Demon Slayer: The Stage."

On May 18, Hisamitsu America will offer samples at the City Challenge Race from 9 am to 1 pm at Essex Street by the Colgate Clock at the Hudson River Waterfront in Jersey City, NJ. An additional Salonpas sampling booth, near the Grove Street Path Plaza at 110 Newark Avenue in Jersey City, NJ, will be active from 10 am to 1:30 pm.

Pain sufferers unable to attend the events in person can send for the patch via the English and the Spanish sampling websites at www.TrySalonpas.com and www.PruebaSalonpas.com (while supplies last). The unscented Salonpas Lidocaine FLEX Patch, provides the maximum OTC strength 4% lidocaine available without a prescription in a thin, flexible, highly adhesive patch that contours to the body.

"Our in-person and online sampling initiatives highlight and reinforce our dedication to providing effective topical OTC pain relief solutions," said John Incedon, president and CEO Hisamitsu America. "Delivering pain relief patches directly to people on Salonpas Day is a proud tradition in the United States and across the world," he adds.