



途上国に産業を!

【FEEL PEACE】 Project

The 1st Project <Republic of Benin> Shea Butter Business

skin
PEACE

Feel true gentle and deep moisture.
Baby can kiss you
because of all natural ingredients.



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What is the “FEEL PEACE” Industry Support Project?

We build the industry base in order to accelerate the self-support among the people by **utilizing the local resources** and setting up the system for supply, production, and export with the below factors.

Building
the Industry
System
Locally

Education for
the Local
People

Enhancing
the Production
Quality

Building the
Facilities for
the Better
Quality and
Efficiency

Labor and
Inventory
Management

Building the industry system and the overall business management are important.

Our mission is **to support the industry establishment**, so that the people in that country can earn money on their own with the industries which would create both domestic and external demand.



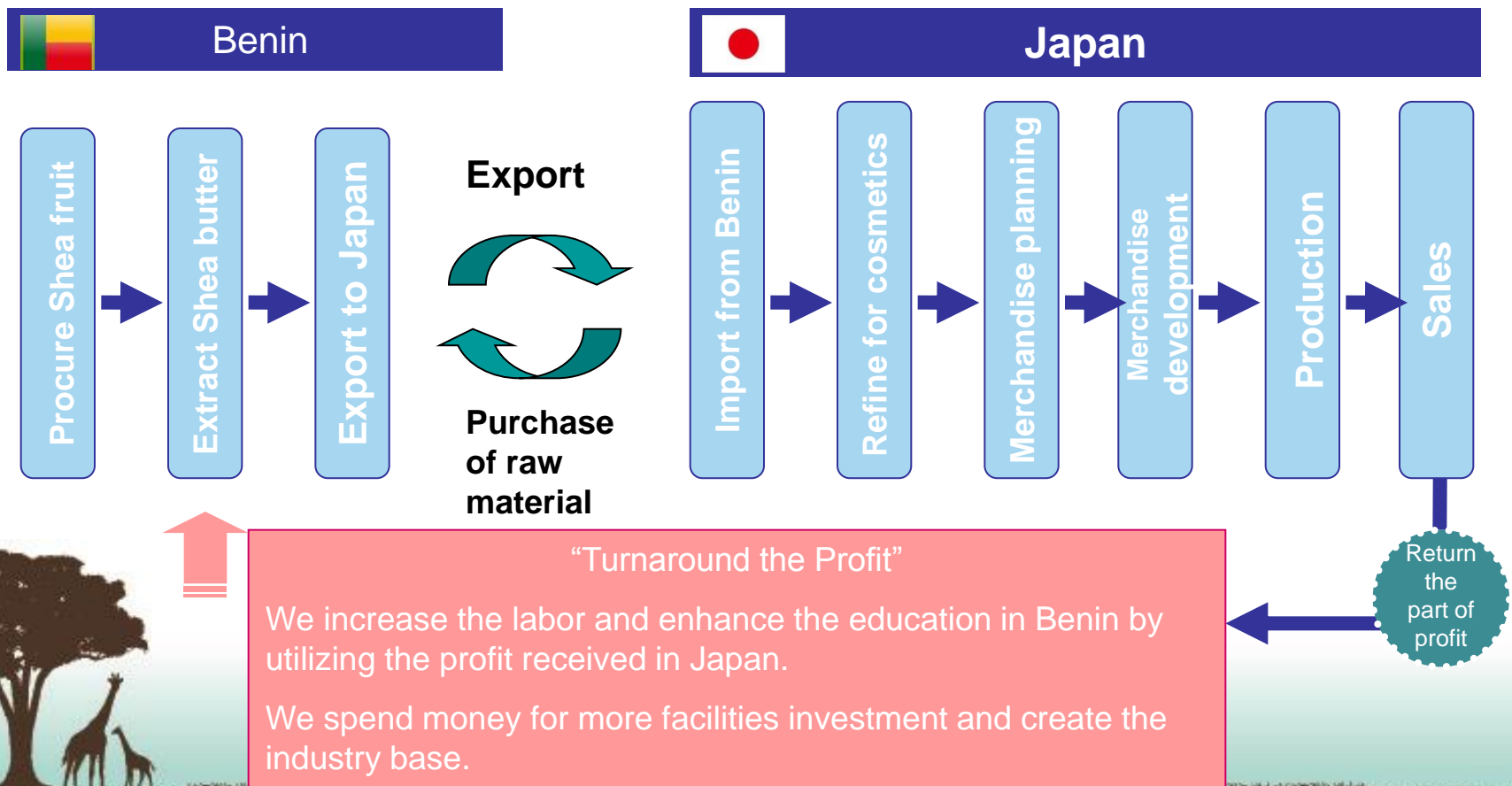
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【 FEEL PEACE 】Industry Support Project

The 1st Project <Republic of Benin> Shea Butter Business

The 1st project of “FEEL PEACE” is the building the industry using Shea butter in Benin. After Shea butter is extracted in Benin and exported to Japan, it is used for production of the cosmetic products in Japan. We started to sell the hand cream using this Benin’s Shea butter after the process of planning, development, and commercialization by the Japanese members and supporters. We are now under the development of new products. Japanese specialists have been sent to Benin and they have been engaged with the local research and staff training.



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Strategy for Industrialization(overview)



phase1

【B to C】

- Export of Shea butter by fair trades
- Increase the recognition of Benin Shea butter
- Commercialization of the project product using Benin Shea butter
- Increase the recognition of the product by B to C sales
- Promotion to each media
- Stimulate the popularity among Japanese market and consumers with the media exposure
- Establish the reliability of the product by building the actual sales result
- Let consumers get interested in the project and stimulate the consumer mind
- Expand the sales not only in Japan but also worldwide with the actual sales result

Phase2

【Overseas Expansion】

- The target countries are in relatively cold or dry areas.

phase3

【B to B】

- Selling Benin Shea butter as the raw material to companies
- Supply and expand the Shea butter raw material as supported by sponsor companies
- Increase the export amount



■ Research for procurement of Shea butter

■ Fixing of procurement route

■ Examination of extraction process & technique

■ Fixing of extraction place

■ Education o business staff

■ Technique improvement of Shea butter refining for export

■ Setting process of export works

■ Reinforcement of facilities

■ Setting a place for inspection and examination

Become established
as an Industry



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FEEL PEACE Project

~The 1st Project~

<From 2008>

■NPO IFE

■NEXT Co., Ltd/President/Mr. Takashi Inoue

■STUDIO GRAPHICO, Inc.

The above members have been engaged with this FEEL PEACE Project together, aiming to support the industry with Shea butter of Benin. (There are Japanese supporting staffs in Benin as well.)



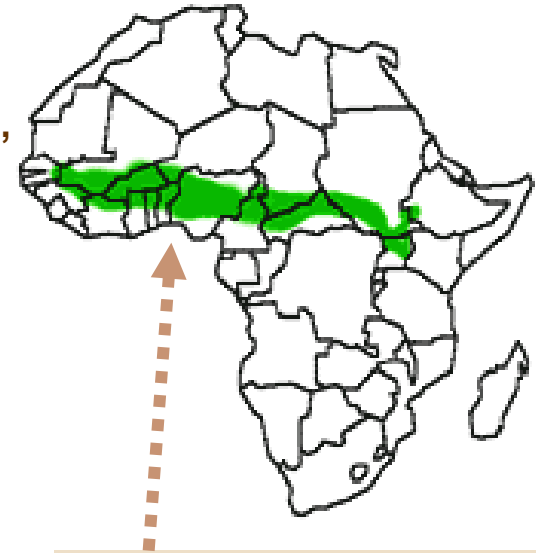
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What is shea butter?

Shea butter is oils and fats extracted from fruits of trees called Shea. Shea trees are only grown in West and Central Africa areas, and only women are allowed to touch this sacred trees and fruit. This Shea butter is an important source of income in these areas with less natural resource.



Shea butter is used as cure-all medicine locally.

It is used not only for food, but for medicine for injuries, skin burns, muscle pains, etc. Since these areas are equatorial regions, it is also used for protection from the sun burn, ultraviolet rays, and dry skin, especially for newborns. Shea butter is a necessary cure-all medicine for skins.

<Countries with Shea>

Senegal, Guinea, Cote d'Ivoire, Mali, Burkina Faso, Ghana, Togo, **Benin**, Nigeria, Niger, Chad, Cameroon, Central Africa, Sudan, Uganda, Ethiopia, 16 countries in total.

The distance across the continent is 5,000km, and this area is called Shea Belt.

Also, Shea butter does not oxidize easily and fits human skin very well with the moisture effects for a long hours.

Therefore Shea butter is a very popular raw material in Japan as well.



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【 FEEL PEACE 】Industry Support Project

The 1st Project Brand 【skin PEACE】

『You can help someone only by using this!』

The heartfelt skin care products

For
Skin

For
people

For
earth

For
heart

Everybody
becomes happy
by using this!!

“The Best Tenderness”
and “The Result”

No matter if you eat it!

Completely Additive-Free

(Radioactive and other safety tests are executed.)

Check your hands
next morning!

Effects last long powerfully

skin
PEACE



- For people who seek the real safety and high effects
- Only high quality and necessary ingredients for body are used. (Radioactive and other safety tests are executed.)
- For people who would like to care for others not only for oneself

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【FEEL PEACE】Industry Support Project

Display in shop windows



In October 2010, we started the sales of the hand cream made of 100% food ingredients after the 2 years development period!



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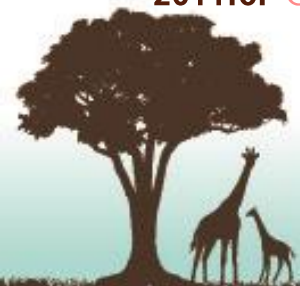
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Historical flow up to now



- Total import amount of Benin Shea Butter : 2t.
- The # of shops selling : more than 2000
- The # of appearance in magazines/newspapers : over 110
- The # of sales : more than 90,000 in total
- The # of sponsors : 21 companies
- Received the 4th prize for the best product of the year 2011 for @Cosme website. (Skin Peace Moisture Hand Cream)



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Store promotion image



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【 FEEL PEACE 】産業支援プロジェクト

The progress and the activity report of the project can be checked in the **FEEL PEACE** website and the NPO IFE website.

Please see the below for more details.

<http://feelpeace.jp>

<http://npo-ife.jp>

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GRAPHICO, Inc.



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