

# Japan's Wellness Destination

A beauty and wellness firm is enjoying great success by specializing in oriental health treatments.



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It's not just economies and businesses that have needed to rebuild and repair following the pandemic. For many people, loss of fitness and weight gain were common side effects of the lockdowns, which often led to overeating and

lack of mobility for those largely stuck at home. Now, a Japanese firm is helping customers fight their way back to fitness by utilizing Oriental techniques such as the popular cupping treatments favored by Olympic athletes and World Cup football stars. Since 1980, the global wellness firm Slim Beauty House Co., Ltd. has been committed to supporting clients' health and vitality on every level, powered by wellbeing traditions combined with the latest innovations.

"The concept of Oriental medicine is based on the 'Yin Yang' theory, focusing on trigger points with cupping to balance our bodies from the inside and outside," said Representative Director Saiko Nishizaka. "By stimulating these points, we can maintain the function of our inner organs and ensure blood and lymph fluids flow more smoothly within," he said. The 4,000-year-old technique of cupping is best known for its soaring popularity among professional athletes. However, Slim Beauty House prides itself on a wide range of successful services including supplements, machines, and its signature Pelvic Diet Method. Research and development is crucial to the firm's success, working in collaboration with specialist doctors to prove scientifically how the slimming method affects body and mind. With the expansion of the wellness market in Asia, more and more people are choosing its wellness services. That diversity is helping the business stay competitive in a thriving market.

With growing international connections, Slim Beauty House, one of the largest beauty wellness firm, opened its first franchise salon in Shanghai, the pioneering firm is looking to expand its staff, products and franchise partnerships further into the Asian market, with European and North American expansion a long-term target.

