

Nobelpharma Received Chairperson's Award
2023 "Sukoyaka Family 21" (National Campaign for Maternal and Child Health)

In the 2023 "Sukoyaka Family 21" national campaign on November 9, Nobelpharma Co., Ltd. (Chuo-ku, Tokyo, Managing Director & CEO Jin Shiomura) received the Chairperson's Award. This campaign with a keynote of "Smiles of Families Create the Future! – toward the society where all families can live with smiles –" was organized by Children and Families Agency, Tochigi Prefecture, Utsunomiya City, Japan Family Planning Association, Social Welfare Organization Boshiaiikukai Imperial Gift Foundation, and Council for Maternal and Child Health Promotion.

Awarded Activities by Nobelpharma

In overseas countries, while medium dose hormone preparation had long been used for the treatment of dysmenorrhea, reduction of the estrogenic hormone in oral contraceptive was becoming more prevalent to decrease severe adverse reactions such as thrombosis, leading to the expectations from patient groups for a lower dose drug for dysmenorrhea. Even so no low dose contraceptives were then approved overseas except for the levonorgestrel (LNG) 0.15 mg /ethinylestradiol (EE) 0.03 mg in England for dysmenorrhea and endometriosis and in Germany for dysmenorrhea.

In Japan Nobelpharma developed a low dose contraceptive containing norethisterone (NET), which had been used as a progestational hormone for half a century, (NET 1 mg/EE 0.035 mg) into a drug for dysmenorrhea, launched LUNABELL® tablets LD in 2008, LUNABELL® tablets ULD with reduced estrogenic hormone in 2013, and ultra low dose JEMINA® tablets, EP combination drug* containing EE 0.02 mg + LNG 0.09 mg, in 2018.

It is a great honor that the achievements of Nobelpharma to perennially engage in promoting maternal and child health and family planning were recognized.

*EP combination drug: drug combining 2 female hormones, estrogen (E: estrogenic hormone) and progestin (P: progestational hormone)

Nobelpharma is determined to continue contributing to society by providing critical but neglected pharmaceuticals and medical devices.

Sukoyaka Family 21 National Campaign

“Sukoyaka (meaning healthy and happy in Japanese) Family 21” national campaign is held every year in each prefecture by rotation, promoting “Sukoyaka Family 21” by providing lectures and symposia on the issues raised in the basic policy including child health and development as well as awarding individuals and/or groups contributed to business promotion. It is a long-established campaign with 57-year history since former National Campaign for Maternal and Child Health was held for the first time in 1961.

Japan Family Planning Association

Founded in 1954, the Japan Family Planning Association (JFPA) is a public interest association which has carried out activities in the education and promotion of family planning and maternal-and-child health in close cooperation with the government and academia, with professional advice.

■ Goal of the Movement

To realize a society in which anyone can receive reproductive health services anywhere in the country.

■ Basic Policy

To establish leadership and to promote educational programs in the field of reproductive health in cooperation with the government and through obtaining guidance from specialists.

■ Slogan

To enhance the reproductive health level under the slogan of the seven A's; Adolescent, Abortion, Access, Advocacy, AIDS, Ageing, and Abuse.

Japan Family Planning Association. *JFPA Profile*. Retrieved February 2, 2024, from

<https://www.jfpa.or.jp/outline/outline.pdf>

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