

**Japanese essential oil company introduces
Evidence-Based Sleep Aroma in Malaysia.
A new generation of scent, scientifically shown
to improve how people fall asleep
and how they wake up.**



Kuala Lumpur, January 2026 –

A Japanese sleep-care fragrance developed by Flavor Life Co., Ltd. (Tokyo), has a plan to enter Malaysia, bringing science-backed aroma solutions to a market where sleep concerns are rapidly growing.

Clinically Tested in Japan

Before launching internationally, two fragrance blends were tested by an independent research institute in Japan (SOUKEN Inc.) through a sleep-related usage study.

The two blends were:

Blooming Limone – a fresh citrus-neroli-cedarwood blend

Soft Lavender – a calming lavender-vanilla-sweet orange blend

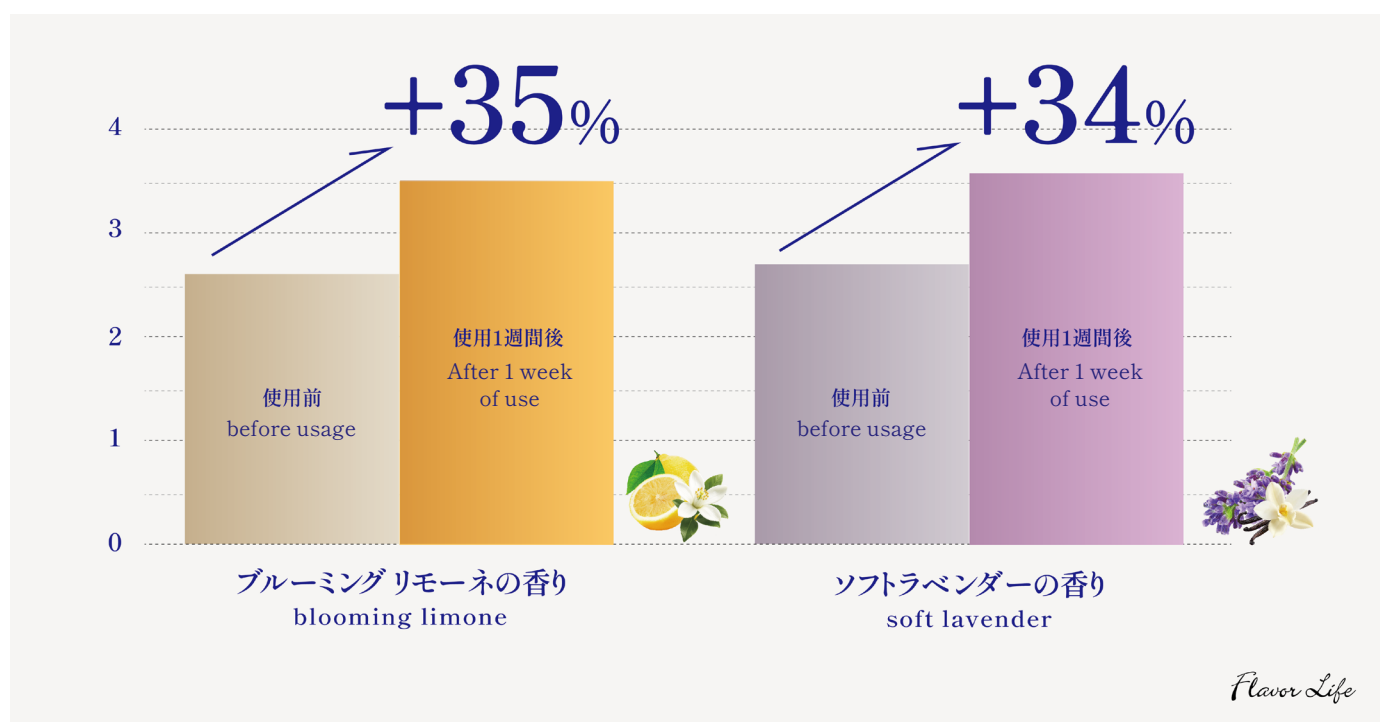
Participants used the fragrances over one week and evaluated their sleep-related sensations before and after use.

- Test name: Evaluation of sleep-related questionnaires using blended essential oils
- Test period: August 29th to September 5th, 2025
- Implementing agency: SOUKEN Co., Ltd.
- Study method: Open-label parallel-group comparative study
- Subjects: Blooming Limone scent n=10, Soft Lavender scent n=9

■ Test Results

Improved frequency of daytime sleepiness and decreased concentration

When asked if they had experienced drowsiness or difficulty concentrating, the Blooming Limone scent showed an improvement of 35% and the Soft Lavender scent showed an improvement of 34% compared to before use.

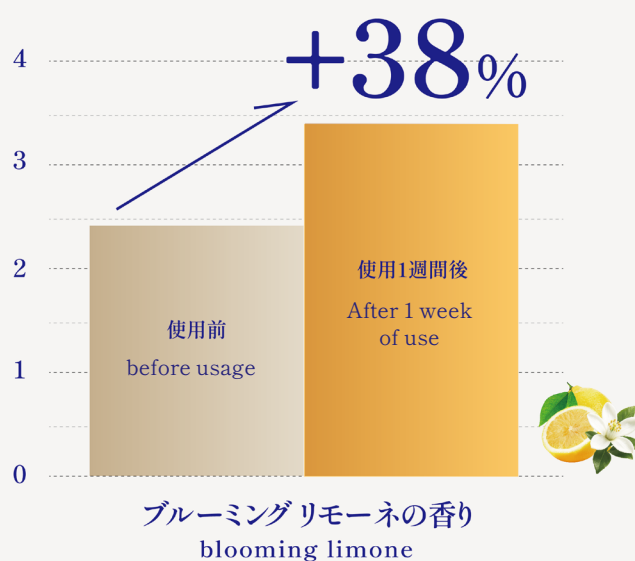


(Figure 1) Respondents were asked whether they ever felt sleepy or had difficulty concentrating during the day, and the answer was calculated as follows: "always (1)," "frequently (2)," "sometimes (3)," "rarely (4)," or "never (5)."

■ Test Results

Blooming Limone scent increases the number of people who feel they "slept well" the next morning

When asked if they felt they had slept well when they woke up in the morning, there was a 38% improvement compared to before use.



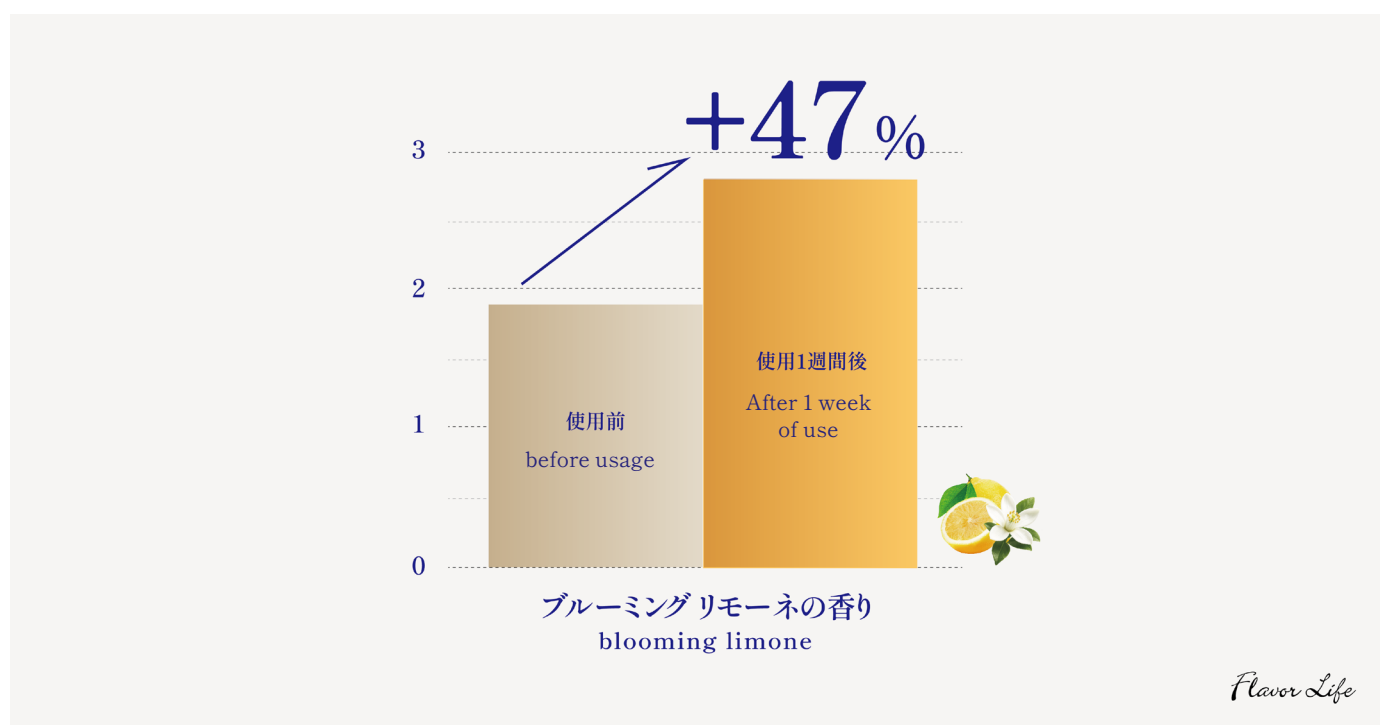
Flavor Life

(Figure 2) When participants woke up in the morning, they were asked whether they felt they had slept well. The answers were calculated as "Not at all (1)," "Not really (2)," "Neither (3)," "Somewhat (4)," and "Very much (5)."

■ Test Results

Blooming Limone scent improves fatigue scores the next morning

When participants were asked if they still felt tired when they woke up the next morning, they found a 47% improvement compared to before use.

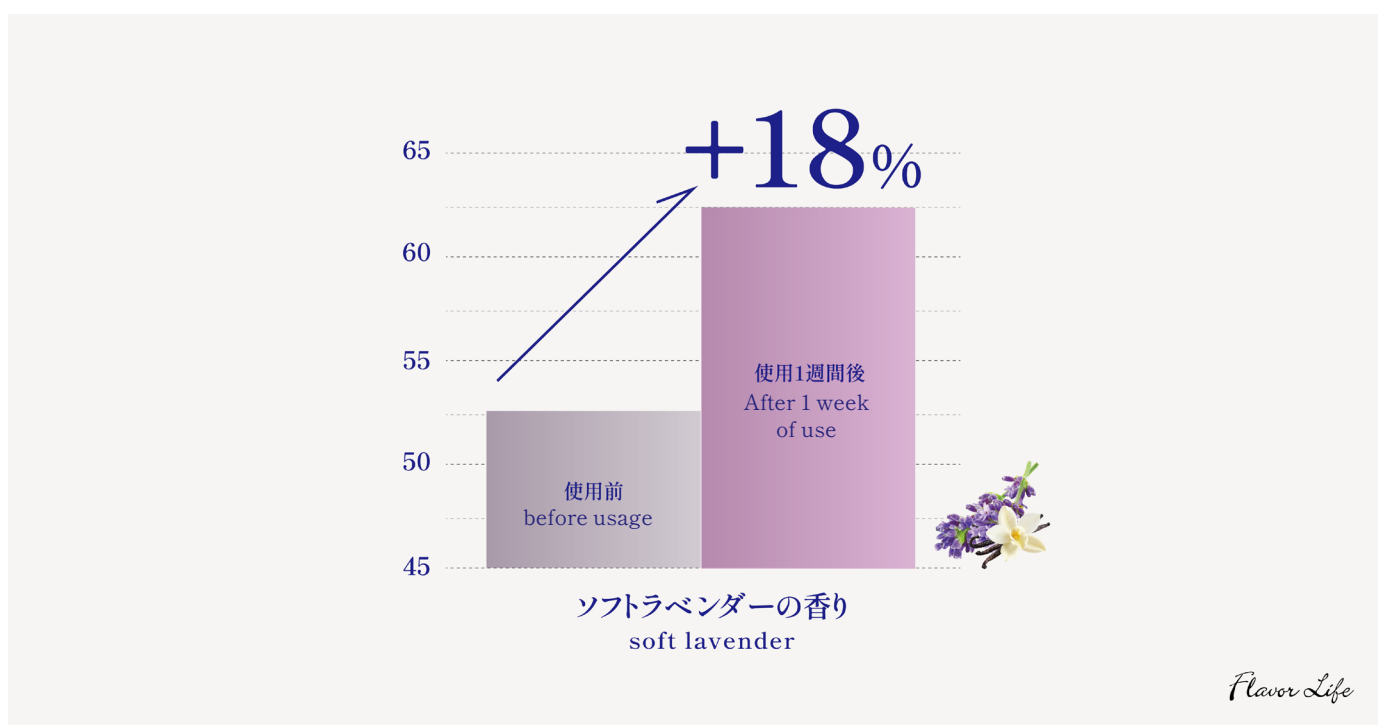


(Figure 3) When asked whether they still felt tired when they woke up the next morning, the answer was calculated as "Not at all (1)," "Not really (2)," "Neither (3)," "Somewhat (4)," and "Very much (5)."

■ Test Results

Soft lavender scent increases sleep-floor scores

The ease of falling asleep over the past week was assessed using a VAS scale, and an 18% improvement was observed compared to before use.

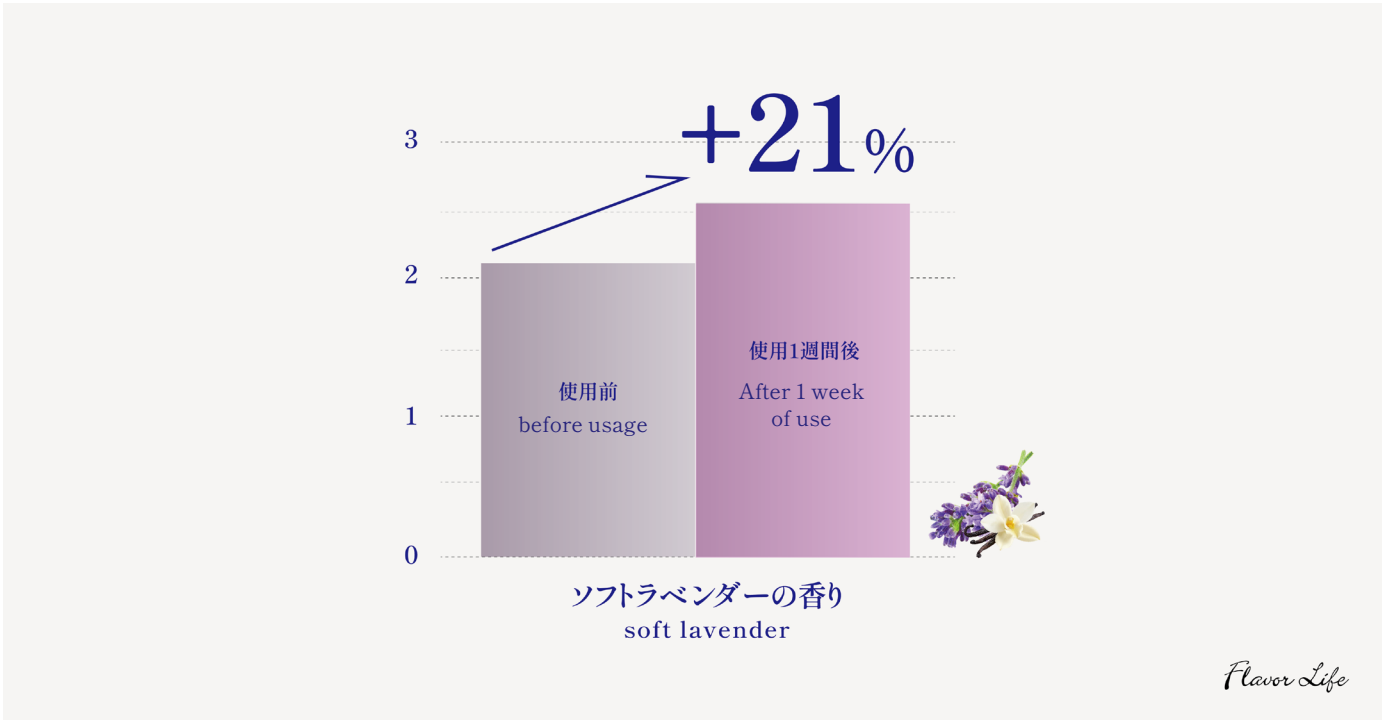


(Figure 4) Select a scale from 0 to 10 to rate how easily you fell asleep over the past week.
0 = "I can't fall asleep at all" The far right scale is calculated as 10 = "I can fall asleep quickly."

■ Test Results

Fewer awakenings during the night

When asked whether they had ever woken up in the middle of the night, there was a 21% improvement in waking up in the middle of the night compared to before use.



(Figure 5) Respondents were asked whether they had ever woken up in the middle of the night, and the answers were calculated as follows: "3 or more times (1)," "2 times (2)," "1 time (3)," and "

Why Malaysia

Malaysia is facing the same modern sleep pressures as Japan: urban life, screen exposure, stress, and irregular schedules. At the same time, Malaysians already understand the value of night-time rituals from pillow sprays to relaxing teas — making Malaysia one of Southeast Asia’ s most promising markets for sleep-focused wellness.



What’s Next

Flavor Life is not just launching fragrance — it is building a new brand category: Evidence-Based Sleep Scent Items.

Using the scientific findings from Japan as its foundation, the brand plans to develop

- 1:Night-time body care
- 2:Pillow and room fragrances
- 3:Sensory sleep ritual room fragrance items

All designed to support how people feel before sleep, during sleep, and when they wake up.

With sleep needs rising across Malaysia, Flavor Life sees the country as a key market for expanding this new approach to “sensory sleep care.”



About Flavor Life Co., Ltd.

Flavor Life is a Japanese aromatherapy company founded in 1996, specializing in natural essential oils, fragrance blends, and wellness products.

The company operates across product development, retail, and education, and has spent nearly 30 years studying how scent affects both body and mind .

Company Overview

Company Name: FlavorLife Co., Ltd.

Representative: Representative Director Hidenori Okitsu

Address: 4-1-12 Honcho, Kokubunji, Tokyo 185-0012

Established: December 1996

Business Activities: Import, manufacturing, sales, and store/school operations of natural essential oils and aromatherapy products

Capital: 10 million yen

<https://www.flavorlife.co.jp/>



[Contact Information Regarding This Press Release]

FlavorLife Co., Ltd.

Contact: Kurita/Koike

TEL: 042-323-2677 FAX: 042-325-2803

EMAIL: info@flavorlife-biz.com