



WHOLE YOU[®], A MITSUI CHEMICALS' COMPANY, LAUNCHES IN THE U.S. WITH PROMISE TO BRING NEW HEALTHCARE SOLUTIONS TO THOSE WITH SENSORY AND PHYSICAL MOBILITY CHALLENGES

Acquisitions of Dentca Inc. and proprietary technology from PixelOptics Inc. and Panasonic Healthcare Co., Ltd. Highlight Company's Commitment to Healthcare Leadership

SAN JOSE, Calif. (November 18, 2014) – Whole You, Inc. launched today in the United States.

Dedicated to providing innovative solutions for those with sensory and physical mobility challenges, Whole You will draw upon the expertise and experience of its international holding company, Mitsui Chemicals, together with U.S. healthcare product manufacturer Dentca and patented PixelOptics and Panasonic Healthcare's electronic eyewear technology to create quality Whole You-branded products that unlock human potential.

The demand for practical solutions to sensory and physical mobility issues has never been higher. According to the United States Centers for Disease Control and Prevention (CDC), there are approximately 20.6 million noninstitutionalized adults living with vision trouble, 37.6 million with hearing trouble and 74.6 million with at least one basic action difficulty or complex activity limitation.¹ In a separate report, the CDC puts the incidence of edentulism among adults aged 65+ in the U.S. at 22.9%.² Whole You will provide cutting-edge solutions designed to relieve and alleviate these issues.

“Whole You provides solutions for a range of sensory and physical mobility challenges to drastically improve the quality of life for our customers and enable them to better enjoy life's pleasures,” said Yasunori Nishiyama, CEO, Whole You. “We're thrilled to have the opportunity to work with such innovative technology offerings by Dentca, PixelOptics and Panasonic Healthcare. The product offerings and pipelines acquired are being reviewed to determine where we can apply our material science expertise to bring the best products to market in 2015.”

¹ <http://www.cdc.gov/nchs/fastats/disability.htm>

² <http://www.cdc.gov/nchs/data/databriefs/db96.htm>

Dentca and PixelOptics and Panasonic Healthcare’s patented technologies align with Whole You’s goal to bring quality healthcare solutions to the American market. Dentca designs and develops dentures using new cutting edge computer-aided design (CAD), computer-aided manufacturing (CAM) technology and 3D printing technology. PixelOptics and Panasonic Healthcare’s electronic eyewear technology adds another arrow to the quiver, creating a platform for it to carve a niche space in the vision market.

“This is an exciting time for Dentca as we’re completely aligned with Whole You’s vision in the U.S. healthcare market and pleased to be adding our expertise to this dynamic and forward-thinking company,” said Tae Kim, D.D.S., Chairman, Dentca. “Dentca is proud to have been the world’s first CAD & CAM denture company and as part of this new business initiative we will be able to focus on researching state-of-the-art dental solutions.”

As a Mitsui Chemicals company, Whole You will build on its legacy of innovative thinking and technical prowess. Whole You is a subsidiary of Mitsui Chemicals America but will operate as a separate entity.

About Whole You

By combining open innovation with wide range of partners, material innovation, and deep understanding of market needs, Whole You Inc., a Mitsui Chemicals company, is committed to offering solutions that allow those with sensory and mobility challenges to live life to the fullest. Through Mitsui Chemicals’ acquisitions of Dentca and PixelOptics and Panasonic Healthcare’s technology, Whole You and its partners will push the boundaries of technology to greatly improve how life is experienced by millions of Americans.

Whole You is headquartered in San Jose, CA. For more information, please visit <http://www.whole-you.com/>.

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