

# FUPUNOMORI

FUPUNOMORI Co., Ltd.



## FUPUNOMORI

FUPUNOMORI produces essential oil using Todo-Fir needles and branches, those are unnecessary at the forest industry, at Shimokawa-cho, located in the northern part of Hokkaido, Japan. FUPUNOMORI means Forest of FUPU. FUPU means Todo-Fir in Ainu language. The Ainu are an indigenous people of Hokkaido, located at northeastern Japan. They have been building a good relationship with the forest by not logging too much wood, and that leads to preservation of forest resources spontaneously. We put FUPU on our company name as a mark of respect for their idea and way of facing the forest.

## CONCEPT

The essential oil is made from Todo-Fir needles and branches that had previously been discarded as waste in the forest. We never do tree trimming or thinning only for essential oil production. FUPUNOMORI is located at Shimokawa-cho, and this town was the first in Hokkaido to receive FSC certification in 2003. The material of essential oil comes from this certified forest, so our product is marked with FSC logo. Using FSC certified product means your backup of proper forest management. This action leads to forest preservation, and you can leave the forest for future generations. We hope that our product serves as a trigger to turn your attention to forest preservation and forestry. Also we would like you to imagine that there exists a small company at the countryside, and they can make a living by producing and selling products from forest blessing.

## WHAT IS FSC?



The mark of  
responsible forestry

FSC stands for 'Forest Stewardship Council'.

It is an international non-profit organization dedicated to promoting responsible forestry.

FSC certifies forests all over the world to ensure they meet the highest environmental and social standards.

Products made with wood and paper from FSC forests are marked with our 'tick tree' logo.

When you see this logo, you can be confident that buying it won't mean harming the world's forests.

## WHAT IS SHIMOKAWA LIKE?

FUPUNOMORI was born in Shimokawa-cho, Hokkaido. The town of Shimokawa is located in northern Hokkaido. It is covered by snow half the year from November to April. Temperatures range from -30 degrees Celsius and below in winter, to 30 degrees Celsius and above in summer.

One of the main industries of Shimokawa is Forestry. The town was the first in Hokkaido to receive FSC certification in 2003, and has continued to expand its forestry development since then.



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## COMPANY INFORMATION

Corporate Name	FUPUNOMORI Co. Ltd.
Founded	February 22, 2012
Address	609 Kitamachi, Shimokawa-cho, Kamikawa-gun, Hokkaido 098-1212 JAPAN
TEL/FAX	01655-4-3223
E-mail	info@fupunomori.net
Website	fupunomori.net
President	Marie Tanabe
Director	Noriko Kameyama
Adviser	Takeshi Jinnouchi, Daisuke Tanabe
Number of Staff	2
Description of Business	manufacturing and selling essential oil, aromatic mist, fragrance spray, aromatic soap, aromatic skin toner, and aromatic pillow setting up and running events related to forest industry & phytotherapy
Certification	FSC (CoC) FSC-C010864

## HISTORY

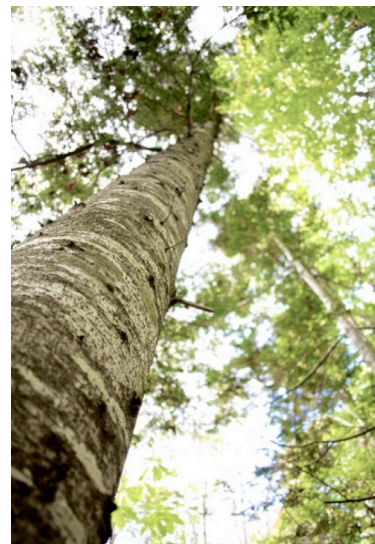
1998	The idea that making essential oil as efficient use of Todo-Fir needles and branches (those were no longer necessary so far) from forestry operation was came up by the group of people who sought many ways to utilize local resources including forest resources at Shimokawa-cho
2000	Shimokawa-cho forestry cooperative started essential oil business, created goods related with essential oil, and brought those to the market
2008	Essential oil business was transferred to NPO 'Mori-no-Seikatsu' which mission is to contribute actively to creation of spiritually affluent lifestyles and sustainable community renovation by forest multiple use
2012	FUPUNOMORI Co. Ltd. was established taking over essential oil business from NPO by 4-successive person in charge of this operation since 1998

## About TODOMATSU (Todo-Fir)

Botanical Name	Todo-Fir
Scientific Name	<i>Abies sachalinensis</i> Masters
Origin	Sakhalin island and southern Kurils in Russia, and only Hokkaido in Japan
Positon in Hokkaido	very popular needle-leaved tree representative of Hokkaido seen at both native forest and planted forest
Uses	support normal respiratory function, soothe tired muscles and rejuvenate the spirit

## About TODOMATSU (Todo-Fir) essential oil

Extraction Method	Steam distillation
Plant Part	Needles and branches from Shimokawa-cho
Principal constituents	Santene 1.33 % tricyclene 0.99 % alpha-pinene 24.50 % camphene 23.16 % beta pinene 10.59 % myrcene 4.19 % 3-Carene 0.40 % beta-phellandrene 13.97 % Limonene 12.01 % bornyl acetate 8.57 % others 0.29 %
Aromas	a fresh, woody, softly balsamic, earthy, sweet aroma that is much like the outdoors
Note	Middle Note





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## GOODS WE HAVE

\*Price with consumption tax included

### ●HOKKAIDO MOMI ESSENTIAL OIL 1,944yen

MOMI means fir in Japanese.

Todo-Fir (*Abies sachalinensis* Masters) is a group of fir tree. In Japan, we can find this tree only in Hokkaido, and it is also afforested there. We named the scent of Todo-Fir 'HOKKAIDO MOMI®' since this tree is special to Hokkaido.



extracted oil from needles and branches of Todo-Fir by distillation

Good for

- relaxing time

simply inhaling it from the bottle

\*Sniffing the oil direct from the bottle can be overpowering, so you may just add a drop to a tissue or handkerchief.

- preventing colds or respiratory care

add a few drops in a basin or mug of warm water, and inhale fragrance with steam

### !CAUTION!

Please refrain from applying essential oil directly to the skin.

Skin irritation may result from contact with undiluted essential oils.

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## ●AROMATIC MIST (room spray) 1,080yen



### Plain

HOKKAIDO FIR fragrance  
Helps you feel relaxed and chilled out



### Bergamot Blend

HOKKAIDO FIR & Bergamot fragrance  
Helps you cheer up and feel happier



### Rosemary Blend

HOKKAIDO FIR & Rosemary fragrance  
Helps you concentrate the mind



### Yuzu Blend

HOKKAIDO FIR & Yuzu (Japanese citrus) fragrance  
Helps you refresh the mind and calm the nervous system

### !CAUTION!

This aromatic mist is for room spray, NOT perfume.  
Please refrain from spraying it on your face or skin directly.

## ●FRAGRANCE SPRAY “Creekside Cabin” 1,650yen



This fragrance spray is blended by the image of early summer forest at Shimokawa.  
The scent is enormously lush plants that you can feel in the woods.

The spray has long-lasting fragrance compared with aromatic mist, and you can use it as perfume.

### !CAUTION!

Please refrain from applying fragrance spray directly to the skin.  
Enjoy a good scent by spraying attached sachet or cloth.

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## ●FRAGRANCE SPRAY “Into The Snow” 1,650yen



This fragrance spray is blended by the image of snowy forest at Shimokawa.  
The scent is very clear that reminds you cold air in winter.  
The spray has long-lasting fragrance compared with aromatic mist, and you can use it as perfume.

### !CAUTION!

Please refrain from applying fragrance spray directly to the skin.  
Enjoy a good scent by spraying attached sachet or cloth.

## ●FRAGRANCE SPRAY & SACHET “Into The Snow” 2,268yen



This fragrance spray is blended by the image of snowy forest at Shimokawa.  
The scent is very clear that reminds you cold air in winter.  
The spray has long-lasting fragrance compared with aromatic mist, and you can use it as perfume.  
There are dried fir needles after distillation in the sachet.  
Though it has a good scent on its own, you can enjoy more rich scent by putting spray this fragrance on it.

### !CAUTION!

Please refrain from applying fragrance spray directly to the skin.  
Enjoy a good scent by spraying attached sachet or cloth.

## ●SKIN TONER 1,944yen



### HOKKAIDO MOMI WATER

distillated water made from HOKKAIDO MOMI

delicate fragrance of HOKKAIDO MOMI, different from the fragrance of essential oils

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## SHIRAKABA WATER

distillated water made from SHIRAKABA (white birch) leaves and branches  
delicate sweet fragrance of white birch leaves and branches  
helps to moisturize your skin



## EZO YOMOGI WATER

distillated water made from EZO YOMOGI (HOKKAIDO Artemisia)  
fragrance of wild plant  
good for sensitive skin



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**AROMATIC PILLOW with ORAGANIC COTTON** 11,880yen

●SOFT



handmade with half the pillow filled with dried fir needle after distillation and the other half filled with 100% Indian organic cotton wool, also encased in 100% Pakistan organic cotton.

fir needle part can be exchanged.

Firmness: soft

●RICH



handmade pillow filled with only dried fir needle after distillation encased in 100% Pakistan organic cotton.

Firmness: firm

## CONTACT

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E-mail: [store@fupunomori.net](mailto:store@fupunomori.net)

\*domestic shipping ONLY