

## About us

Happy Natural creates its original products and also co-develops earth-friendly merchandise with other organic and natural food manufacturers all over Japan.

Our online selection includes around 900 premium food, household, and cosmetic products, in which more than 100 of them are developed inhouse. We put love and care into our work, using the best ingredients available to create high quality products for our consumers.

We pride ourselves in our high standards to consistently deliver our products in the best condition possible because we can monitor them in our storage facilities.

We are happy to offer Happy Natural products wholesale solutions to retailers and importers around the world.

Happy Natural is located in Ena city, the countryside of Japan, a place with lush nature surrounded by mountains and rivers. Our company draws its philosophy of living naturally and fair-trade from working within a small town in Japan.

Happy Natural belongs to one of the six divisions within Nakayama Co., Ltd, a company with over 70 years of experience. Nakayama Co., Ltd. wholesales food to restaurants and the service industry and retails food and other goods through two online stores. Moreover, Nakayama Co., Ltd. designs, prints and manufactures flower labels, polyethylene packages for flowers and vegetables as well as a variety of product labels and stickers. Our multi-faceted business model strives to make the lives of our customers easier and happier.

## Company Profile

Corporation Name	Nakayama Co.,Ltd.
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Store Name	Happy Natural
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Founded on	April 1, 1950
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Number of employees	105
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Natural & Organic

# Happy Natural

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## History

April 1950 - The company was founded and started selling paper packages and sugar for sweets under the name “Nakayama store”.

Feb 1957- Nakayama store started selling school lunches.

Nov 1960 - The polyethylene package division was launched and initiated sales.

Apr 1973 -The delivery center in Midorigaoka, Ena, was built.

July 1973 -The business was expanded to Nagoya dekimachi area, Aichi prefecture.

Aug 1978 - “Nakayama store” was incorporated into Nakayama Co., Ltd.

Aug 1983 - The Nagoya sales division was created in Nagoya dekimachi area, Aichi prefecture.

Oct 1995 - Nakayama Co., Ltd. surpassed 10 million yen in operational Capital, achieving a mid-capital level in Japan.

March 2007 -Nakayama Co.,Ltd. obtained the environmental management systems ISO 14001 certification.

April 2007 - Nakayama Co.,Ltd’s real estate division was founded.

Dec 2009 - The Happy Natural online store was established and it started selling natural products.

March 2020 - Nakayama food online store started selling food products.

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## Happy Natural’s goals

To develop and promote earth-friendly products.

To develop natural products used in the cleaning of rice bran?

To develop natural cosmetics using organic ingredients.

To promote natural products in cooperation with organic and natural food manufacturers.

To promote “Asahi rice”. Asahi is an ancient variety of rice that has not been subjected to artificial crossbreeding.

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## Happy Natural’ mission

We wish all of our manufacturers, customers, employees, children and the Earth to be HAPPY!

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## The five promises of HAPPY NATURAL

There are five sectors our company strives to bring happiness through our operations.

**We wish all of our manufacturers, customers, employees, children and the Earth to be HAPPY!**

### Manufactures

Our employees create our products with love and care, using the best ingredients available for high quality products. Each of our products is a work of love and dedication to our customers.

### Customers

There are fewer and fewer high-quality products nowadays. Therefore, our mission is to only promote products that we are certain will bring you happiness.

### Employees

Our goal is to contribute to our employees happiness by developing long-lasting relationships as they interact with our excellent products. We also strive to provide fair wages to our workers while delivering great products at fair prices to our customers.

### Children

We hope to help children grow emotionally and physically healthy by increasing their happiness at home while preserving the environment for future generations. This is why we focus on creating and selling Earth-friendly products.

### The Earth

We use sustainable ingredients in our Earth-friendly products to protect our environment. We hope to contribute to attaining a sustainable and Earth-friendly society.

## Greeting from Happy Natural's Owner

Our mission is to contribute to our customers' HAPPY NATURAL life.

### Be Healthier and Happier.



Having experienced four home births and childrearing, I learned the importance of natural foods and a chemical-free lifestyle. Through this experience, I realized what we eat affects our physical and emotional well-being. Eating naturally is essential for our health. However, I believe that being happy is the most important thing in our life. Therefore, I named my brand "Happy Natural," not "Natural Happy."

Happy Natural owner, Miho Tanaka

### About Miho

Miho suffered health issues from childhood until her mid-twenties when she discovered the benefits of an organic diet and a natural lifestyle. She continued pursuing living healthy and naturally. During this period, she blogged her journey, attracting over a million views monthly and started an online shop called "Happy Natural". Her experience using, reviewing, and selling natural products enabled her to become a leading expert in the field of natural life. In the last five years, Miho has dedicated herself to developing over 100 natural products to improve the lives of others. Her products have benefited numerous customers.

#### Contact us

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corporate site (Japanese)