

NATURAL TURBO BOOST

The Osato Research Institute not only supports Aston Martin Racing as its official partner but also operates a social initiative in Japan for the local elderly population, which offers motivation and a sense of purpose

Located in Gifu, Japan, the Osato Research Institute (ORI) has long focused on Fermented Papaya Preparation (FPP) as a tool of preventive medicine. With the aim of reducing spiralling medical costs in super-aged societies such as Japan, the institute has led essential collaborative research on FPP since 1994, alongside selected institutions in Europe and the US.

ORI's FPP, also known as Immun'Age, is a 100% natural fermented food made from non-GMO papaya using the institute's unique fermentation technology. Registered by the Japanese Patent Office, it is proven to promote mitochondrial activity and ATP production, and helps the user to maintain a healthy immune system to defend against infection and illness.

These preventive properties make Immun'Age an invaluable asset to anyone needing to keep their body in top shape — such as motorsport drivers, who are required to push themselves to extreme physical limits during gruelling endurance races. Certified with Informed Sport, a quality assurance programme by the world-class sports anti-doping laboratory LGC, Immun'Age is trusted by professional

athletes and Olympians across the world.

In May 2021, FPP was patented in the US as a method for treating electrohypersensitivity (EHS). This health problem has been exacerbated by COVID-19, with many people spending more time on electronic devices. The patent is great news for the growing number of EHS self-reporting patients, as FPP addresses cognitive symptoms, insomnia and fatigue.

In line with its signature ethos of prevention, ORI launched an inspired social contribution scheme in 2012 to help local elderly people in Ono, Japan, stay fit and healthy. Project ORI Wine is a viticulture initiative that has revamped fallow persimmon fields into working vineyards. Its Rose ORI, a special Pinot Noir bio-wine, is crafted and harvested with the help of retired seniors. Cloverleaf, a white Chardonnay wine, is also made there.

The project has grown from a small, single 300sq m vineyard into an impressive 10 vineyards covering 10,000sq m. ORI President Yuki Hayashi hopes to build a fruit garden and club house to encourage seniors to socialise with others in the community to benefit their mental health.





Project ORI Wine, a social contribution scheme launched in 2012 by the Osato Research Institute, a long-standing partner of Aston Martin, helps elderly people in Ono, Japan, stay fit and healthy by encouraging them to work together with young people in local vineyards

