

**Colan Totte Co., Ltd. Concludes an Advisory Contract
with Figure Skater Koshiro Shimada**

Colan Totte Co., Ltd. (Headquarters: Osaka, Japan. CEO: Katsumi Komatsu), manufacturer and distributor of the Colantotte brand of magnetic health gear, concluded an advisory contract with figure skater Koshiro Shimada (Kinoshita Group) on April 27, 2020.

Koshiro Shimada was selected as a designated special athlete by the Japan Skating Federation for the 2015 to 2016 season. In his debut performance at the 84th Japan Figure Skating Championship, he garnered attention by winning the Rookie of the Year Award.

In the 2017 to 2018 season, he switched his training to Switzerland, working under coach Stéphane Lambiel. In addition to his expressiveness aided by his height and long limbs, he has a charming and dynamic skating style, and his future success is highly anticipated.

Koshiro Shimada has been a devoted user of Colantotte products for some time, and has experienced the effects of the magnets firsthand. We entered into a contract with him because we were impressed by his optimistic approach to every challenge he faces, as well as his serious dedication to competition.

Colan Totte will lend Koshiro Shimada its full support as he continues to be a promising competitor in the talent-packed world of men's figure skating.



Koshiro Shimada

- ◆Date of Birth: September 11, 2001
- ◆Hometown: Matsuyama City, Ehime Prefecture
- ◆Affiliation: Kinoshita Group

He began skating when he was six years old and moved to Okayama City, Okayama Prefecture in his fourth year of elementary school to devote himself to skating.

2015 - 2016 season: Selected as a designated special athlete by the Japan Skating Federation and took part in the ISU Junior Grand Prix Series. Gained widespread attention at the 84th Japan Figure Skating Championship

2016 - 2017 season: Won in the junior class of the Asian Open Figure Skating Trophy competition. Came in 2nd place in the Japan Junior Figure Skating Championship and 7th place at the 85th Japan Figure Skating Championship

2017 - 2018 season: Switched his training to Switzerland and trained under Stéphane Lambiel

2018 - 2019 season: Came in 5th place at the 87th Japan Figure Skating Championship and in 3rd place at the Junior Grand Prix Final

2019 - 2020 season: Took part in the Senior Grand Prix Final

Colantotte Products Loved by Koshiro Shimada



■ TAO Necklace AURA

Contains the resin-coated plastic thread magnets apply a 55mT magnetic field spaced 10mm apart via independent, Alternating North-South Polarity Orientation (ANSPO™). The magnetic force affects a large area and improves blood circulation in the neck and shoulders, allowing this magnetic necklace to alleviate neck and shoulder stiffness.

The impressive design of the pendant with its “CO” brand mark utilizes both “mirrored finish” and “polished cloisonné” technology. The whole product is painstakingly crafted by hand, creating a gorgeous contrast between the platinum-like sheen and the deep obsidian-like color.

Japanese Medical Device Certification Number:
221AGBZX00065000



■ TAO Necklace Slim AURA mini

The “TAO Necklace AURA,” with its signature “CO” brand symbol, introduces the “TAO Necklace Slim AURA mini” to its lineup, featuring a slim loop design with a compact top. The loop width is 3mm compared to the conventional 4mm model, making it feel lighter against the skin.

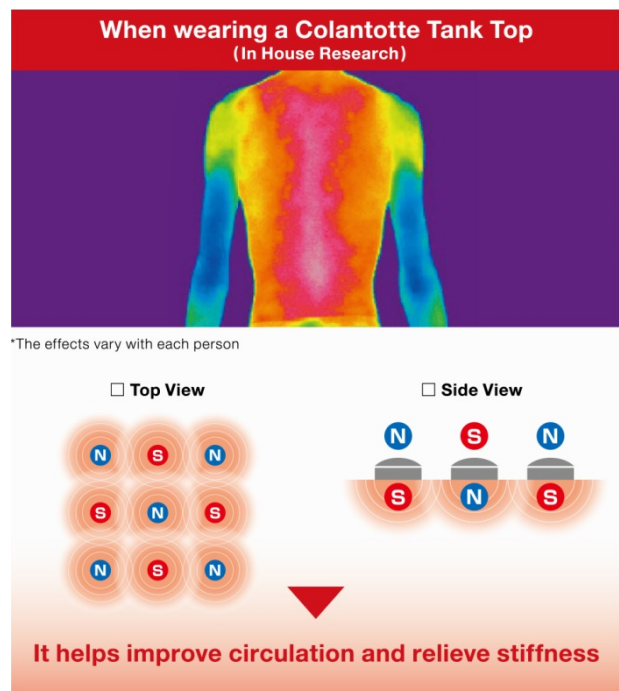
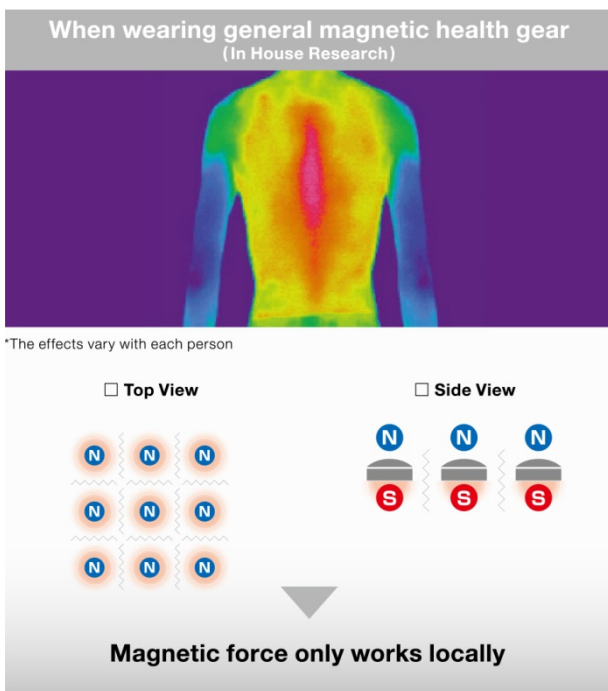
This magnetic necklace (medical device) contains 55mT magnets spaced 10mm apart throughout the neck loop in Colantotte’s unique Alternating North-

South Polarity Orientation (ANSPO™). The force of the magnets arranged throughout the loop affects a large area, improving circulation in the neck and shoulders and soothing stiffness.

Japanese Medical Device Certification Number:
230AGBZX00077000

■ **What Sets Colantotte Medically Certified Devices Apart...Is the Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™)**

“Experience the Colantotte Difference for Yourself”



The “Alternating North-South Polarity Orientation (ANSPO™)” Makes All the Difference

- Colantotte's magnets are arranged in Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™), which allows their magnetic forces to affect a large area, influencing the whole surface and not just a single point. This layout allows these magnetic forces to improve blood circulation and

alleviate muscle stiffness, assisting the recovery process.

- Our authentic health devices are certified as medical devices and improve circulation around the worn area. Simply wearing them in your daily life can liberate you from the pain of stiffness.

■ Colantotte Magnetic Medical Gear

Colantotte products contain permanent magnets arranged in the Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™). This arrangement allows the magnetic force to affect a large area to improve circulation and alleviate stiffness at the applied location. It is certified in Japan as an authentic magnetic health device.

In 2005, Colantotte was launched in America under the overseas brand TRION:Z. Professional golfers Rory McIlroy and Rickie Fowler as well as many other top athletes regularly use this gear to soothe and support their bodies. Additionally, in 2012, one of the Colantotte bracelets was featured prominently as a key story item in the Hollywood movie "The Avengers" as part of a tie-up campaign, demonstrating the recognition of the brand's quality and design not only in Japan, but by many people all over the world.

■ Colan Totte Co., Ltd.

"Providing Health-focused Products That Bring Heartfelt Smiles to People's Faces" Since its founding in 1997, Colan Totte Co., Ltd. (formerly Arc Quest Co., Ltd.) has been a medical device manufacturer with "Health, Spirit, and Smiles" as its motto, and in 1999 it began selling its Colantotte brand of magnetic therapeutic devices and health gear for general use.

In 2008, it obtained ISO 13485 certification and established a system for maintaining and improving the quality of its medical devices. It also obtained the CE Marking safety standard certification in Europe and medical device certification (MFDS) in South Korea, among others, and it is continuing its efforts in various major countries throughout the world.

In July 2015, it changed the company name to Colan Totte Co., Ltd., and continues striving to support a healthy lifestyle for everyone in Japan and the rest of the world.

[Company Profile]

Colan Totte Co., Ltd.

President/CEO Katsumi Komatsu

2-10-26 Minamisenba, Chuo-ku, Osaka 542-0081 Japan

Business Contents: Manufacturing and sales of medical devices; Manufacturing and sales of daily sundries; Mail order

URL: <https://www.colantotte.jp/global/>

[CONTACT]

Colan Totte Co., Ltd. PR Dept, Nakajima

MAIL: press@colantotte.co.jp