

Another Reason for Californians to Smile Oralcryst® Junior Is Now Available Locally at Marukai Markets

Marukai's Personal Care Section Adds Oralcryst® Junior to Their Product Selection for Kids

San Rafael, CA (May 31, 2010) – Japan Premium Corporation announced today that Marukai Markets, one of the most popular membership-based Japanese store chains, is extending its oral care product line by introducing Oralcryst® Junior, a new revolutionary oral care candy product from Japan that helps kids fight cavities. Starting in June, Oralcryst® Junior will be available in Marukai stores across California in the Oral Care Section and/or the Check Out area.

This oral care candy is categorized as a functional confectionery. Classified as its own category, functional food and drink products for kids are more highly developed in Japan than in Europe and the US because of advanced food research. As a result, functional products for kids are very popular in Japan, with confectionery as one of the most common methods to get kids to consume functional ingredients that can be beneficial to their health.

"I am excited to introduce this product to the US parents and kids in local markets in California", said Nan Elvia, the founder of Japan Premium Corporation. "Marukai Market is one of the most popular Japanese retail chains that carry a wide selection of Japanese products, so it initiates promoting children's oral health by adding Oralcryst® Junior to its oral care product line."

Oralcryst Junior was developed by Nan Elvia, a mother of a 3-year-old daughter, to satisfy the needs of a Mom like herself, as well as to protect her own child's young teeth. The goal was to provide the safest, natural solution for optimizing children's oral hygiene. It contains four effective natural food ingredients that provide many oral health benefits. Children love the yummy taste and parents receive peace of mind.

About Japan Premium Corporation

Oralcryst is a brand owned by Japan Premium Corporation (www.japanpremiumcorp.com), a mom-owned, health conscious and green company. Its vision is to be the #1 brand choice of oral care products by promoting natural health to all people around the world, and to enhance their well-being by offering innovative, safe products, as well as knowledge of how to optimize good health.

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