

March 3rd, 2022
Pigeon Corporation

Pigeon Receives Consumer-Oriented Activity Commendation at 7th ACAP Consumer-Oriented Activity Awards

Pigeon Corporation (Headquarters: Tokyo; President and CEO; Norimasa Kitazawa) received a Consumer-Oriented Activity Commendation at the 7th ACAP Consumer-Oriented Activity Awards, hosted by the Association of Consumer Affairs Professionals (ACAP). This commendation recognizes praiseworthy behavior from businesses or other organizations that promotes or contributes to consumer-oriented management.

Pigeon operates the Tiny Birth Cry Support Project to support preterm babies, low birthweight babies, and other babies needing specialist care due to illness or physical condition, along with their families. As one facet of this project, in September 2020 Pigeon supported the establishment of the Nihonbashi Human Milk Bank. This was the first human milk bank opened with the full support of a private business, and only the second human milk bank in Japan when it began operations on the first floor of Pigeon's headquarters. Pigeon also carries out joint



Tiny Birth Cry Support Project (Pigeon Corporation)

Developing/providing products

- Nipple for babies with weak sucking
- Nursing bottle set for babies with cleft lip and/or palate
- Pacifier for pain care designed for babies born too early and/or small and hospitalized

Other activities

- Support Book for Babies Born a Bit Early (Smile Lactation Research Institute)
- Nihonbashi Human Milk Bank

Support for babies and families needing specialist care, including:

- Preterm babies
- Low birthweight babies
- Babies needing treatment due to illness or physical condition

We want to make the world more baby-friendly by furthering our commitment to understanding and addressing babies' unique needs

research projects with hospital NICUs and develops and provides products for babies in need of specialist care. Furthermore, in 2014, Pigeon founded the Smile Lactation Research Institute, which works alongside medical personnel and other childcare specialists to resolve problems arising during the breastfeeding period, and provides emotional support to mothers and families of late preterm infants* in a range of ways. These were just a few of the activities recognized as valuable by the ACAP in awarding Pigeon its commendation.

* Late preterm infant: Infants born in the 34th to 36th week of gestation, making up around 80% of preterm births (source: "Vital Statistics," Ministry of Health, Labor and Welfare)

Key Reasons for Commendation

Pigeon uses its insight and network cultivated over many years as strengths in pursuing initiatives of high social value and public benefit that are worthy of praise. We hope that Pigeon will continue expanding its activities across the country so that all babies and families needing support are covered. (From ACAP Consumer-Oriented Activity Commendation Selection Results)

Further Reading

- Tiny Birth Cry Support Project (Pigeon Corporation): https://www.pigeon.co.jp/csr/tinycry/index_en.html
- Smile Lactation Research Institute (Pigeon Corporation) late preterm infant initiatives(in Japanese): <https://www.smile-lactation.com/jp/mama/nicu/>
- Association of Consumer Affairs Professionals (ACAP): <https://www.acap.or.jp/>