

Useful in everyday life—Invaluable if disaster should strike
**“sonaetta,” Pigeon’s First Baby Disaster Preparedness Series,
Launched August 1, 2022**

Series includes 3 products, from Emergency Baby Cups to ensure hygienic nutrition even when water is scarce, to a Head Protection Blanket that can be used in everyday parenting

Pigeon Corporation (Headquarters: Tokyo; President and CEO: Norimasa Kitazawa) today announced that its new “sonaetta” series of disaster preparedness products for babies, based on the concept “products that are useful in case of disaster, but can be naturally kept to hand as part of everyday parenting,” will begin a rolling launch¹ through baby specialty stores, drugstores, and online starting August 1, 2022.

1. Antibacterial/Antiviral Compact Bed to be launched on September 1, 2022.

“sonaetta” is a baby disaster preparedness series, featuring products that not only serve as emergency goods in times of disaster but can also be used in everyday life, with different uses becoming possible as babies grow older. The initial “sonaetta” lineup includes three products: Emergency Baby Cups, the Head Protection Blanket, and the Antibacterial/Antiviral Compact Bed.

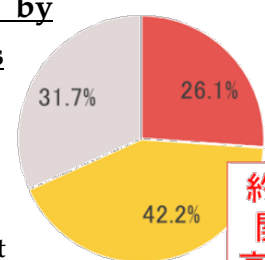
◆Baby disaster preparedness site: <https://baby-bousai.info>



More than seven out of ten of households have not prepared any special items for babies in case of disaster. The main reason for lack of preparation despite concern about disaster was uncertainty about what to prepare. Pigeon’s “sonaetta” series, which is accompanied by information to support these families, contains disaster preparedness items for babies that can also be used in everyday life, making them easier to keep them ready to hand.

子どもが生まれて、
防災意識に変化(n=1270)

■ 関心が高まった ■ やや関心が高まった ■ 変わらない



約7割が
関心が
高まった

According to Pigeon’s “Disaster Survey” of households with children,² around seven out of ten (68.3%) households agreed with the proposition “My awareness of disasters has increased since having children.” On the other hand, more than seven out of ten households (72.1%) agreed with the proposition “We have not prepared any special items for babies in case of disaster.” Reasons for this included

“I do not know what to prepare,” “I have no time,” and similar answers.

In light of these results, Pigeon saw a need to lower the bar to disaster preparedness for babies, and began developing a series based on the concept “products that are useful in case of disaster, but can be naturally kept to hand as part of everyday parenting.”



Through the “sonaetta” series, Pigeon will also share information about disaster preparedness for babies drawing on the voices of mothers and local government employees who have actually experienced disaster. Along with building a website to support the large number of parents who are anxious but do not know what to do, Pigeon is moving forward with disaster preparedness information-sharing and activities in collaboration with local governments.

As well as helping to change the awareness and actions of mothers and fathers with babies (“self-help”), Pigeon will help drive action on “mutual assistance” and “public help” coordinated across communities, and work with experts and mothers who have experienced disasters with their babies to raise awareness throughout society of the importance of preparing items for babies in case of disaster.

Doing What We Can to Protect the Smiles of Babies and Families in Disaster-Prone Japan

Mayu Kamon, Disaster Preparedness Expert and Head of the Disaster Preparedness Cafe for Mothers®

I was honored to be invited to serve in a supervisor-type role regarding baby disaster preparedness in order that Pigeon’s first disaster preparedness goods for babies might be improved, conveying the real voices of mothers who have experienced various disasters across Japan, from earthquakes to flooding, about what happens to babies in disasters and what they wished they had when they faced these crises, and also offering advice from a disaster preparedness standpoint.

Japan is rich in natural beauty, but it is also highly disaster-prone, experiencing earthquakes, typhoons, floods, and more. The Great Hanshin Earthquake, the Great East Japan Earthquake, and the Kumamoto Earthquake are only a few of the most prominent examples.

To protect the smiles of Japan’s fathers and mothers, family members, and above all babies, what products are needed? What should be learned first? What acts should be undertaken? In order to ensure that when the next disaster arrives, parents are glad they prepared with “sonaetta,” I hope to usefully combine the “ideas and reality” of a nationwide network of mothers with Pigeon’s ability to develop and realize new products, approach the matter simply and conscientiously, and ensure that we all change the future together.

Celebrate babies the way they are

Mayu Kamon, Head of Disaster Preparedness Cafe for Mothers®/Disaster preparedness expert

After providing material support to mothers and children on the ground after the Great East Japan Earthquake, Kamon began planning and creating disaster preparedness books for mothers. She currently operates the nationwide Disaster Preparedness Cafe for Mothers® and Disaster Preparedness Town Cafe networks, with the password, “If you know, if you act, the future will change.” She has reached over 20,000 people through 300 locations across Japan almost entirely through word of mouth.* Using slides, videos, and clear, powerful language, she teaches attendees how to protect themselves and the lives of those around them. She is a special instructor with Smart Supply Vision and is frequently in demand for media appearances.



* As of July 2022

“sonaetta” Disaster Preparedness Products for Babies: Series Overview

- Pigeon disaster preparedness product webpage: <https://baby-bousai.info/lineup/>
- Sold at: Baby stores, drugstores, and online stores across Japan

■ sonaetta Emergency Drinking Cups

- Released: August 1, 2022
- Price: 880 JPY (inc. tax)
- Contents: Cups, lids, muddlers × 6 each

Product Features

●Usable in times of disaster when water is in short supply

- Single-use and hygienic, with no need to clean or sterilize
- Markings on muddler allow precise amounts of powdered milk to be mixed

●Special lids that reduce concern about spilling even for babies unused to drinking from cups

- By including an internal reservoir where milk can collect before coming out, these cups make it easy to control the flow rate to make it easy for babies to drink

●Easy to resume normal feeding upon returning to everyday life

- Because the cups are designed not to be taken into the baby’s mouth, with only a little milk given at a time, they are unlikely to cause interference upon returning to direct breastfeeding or the baby’s usual nursing bottle



■ sonaetta Head Protection Blanket

- Released: August 1, 2022
- Price: 3,960 JPY (inc. tax)
- Contents: Blanket with hood, detachable string

Product Features

●Usable in 3 ways in everyday life, as hood, blanket, or cape

- Can be used as a soft blanket for baby or a nursing cape for outings in everyday life
- When the blanket is folded and the hood section set, it becomes a highly cushioned hood. Handy for keeping babies' heads safe when they are still learning to walk
- Uses 100% cotton for a pleasant feel



●Also useful in case of sudden disaster

- A multipurpose blanket that can be carried around in daily life becomes a protective hood if disaster strikes
- Can be attached securely so that mothers and fathers have use of both hands while protecting baby from disaster



■ sonaetta Antibacterial/Antiviral Compact Bed

- Released: September 1, 2022
- Price: 10,780 JPY (inc. tax)
- Contents: Bed, mat, storage bag

Product Features

●Create a space for baby anywhere, at any time

- Even in evacuation shelters and other spaces shared with large numbers of the general public, this bed allows baby to stay safe and comfortable. Its compact size is also handy for everyday naps

●Antibacterial and antiviral, tent form factor

- Uses and Uses antibacterial/antiviral fabric processing technology CLEANSE® to fix antibacterial component Etak® on surfaces of fibers

●Pop-up design for easy setup

●Detachable mat can also be used as a ground cover or pillow for co-sleeping or nursing

●Light, foldable to a compact size, and supplied with a backpack-style storage bag for ease of carrying in case of disaster



Baby disaster preparedness site baby-bousai.info shares methods for making natural preparedness a concrete part of everyday parenting in accordance with each baby's development, and checklists of useful items tailored to different ages!

The newly launched baby disaster preparedness site <https://baby-bousai.info> will introduce a range of recommended items chosen with the help of Mayu Kamon, head of the Disaster Preparedness Cafe for Mothers®, and mothers who have experienced disaster. This includes items that should be kept handy in case of disaster, items that can be used in everyday life but are also useful in disasters, and items that can be kept in large quantities as “rolling stock” in case they are needed after a disaster.

The site will also offer lists of items to prepare by age, given that children's needs change as they grow, and will serve as an information source supporting mothers and fathers who do not know where to begin.

新生児〜5か月の赤ちゃんがいるご家庭向け

あかちゃんの防災シート

リュックに入れて持ち出すもの

おうちに備えておきたいもの

About “Sonaetta,” the Disaster Preparedness Category

Brand Concept



“No matter what, I want to protect my baby's smile”:

sonaetta makes that wish of mothers and fathers reality.

The important thing is being prepared for disaster amid everyday childrearing.

But where to start? What to do?

Pigeon has given these answers serious thought.

Now, let's begin together—

step by step, starting with the possible,

making the necessary preparations to protect those smiles.