

Warning to Akachanhonpo  
( Tentative Translation )

June 5, 2008  
Japan Fair Trade Commission

The Japan Fair Trade Commission (JFTC) has investigated Akachanhonpo in connection with its representation of toothbrushes for pre-school children that it sold, and has discovered the fact detailed below. The JFTC has today warned the company that it may be in breach of the provision in Item 1, Paragraph 1, Article 4 (misleading representation of quality) of the Act against Unjustifiable Premiums and Misleading Representations.

1. Outline of the party concerned

Company	Location	Representative
Akachanhonpo	3-21 Minami Hommachi 3-chome, Chuo-ku, Osaka	Hiroshi Ohara, Representative Director

2. Outline of the activity suspected of constituting a violation

Akachanhonpo provided the representation detailed below for marketing a product entitled *AKACHAN 365 Enji-Yo Haburashi Sambon Set x Ni Pack* (two packs of three toothbrushes for pre-school children). This representation is suspected of misleading general consumers into believing that the product is much better than it actually is.

Product	AKACHAN 365 Enji-Yo Haburashi Sambon Set x Ni Pack
Period of representation	From around December 2004 to around December 2007
Representation	The term, “antimicrobial treatment,” is indicated on the front and back sides of the product package.
Fact	The product has not been subject to antimicrobial treatment.