



**Reju Announces Strategic Partnership with I Peace
to Advance iPS Cell Technology for Beauty and Wellness**

Reju, Inc. (<https://rejuinc.com/en/>), a leader in exploring applications of iPS (induced pluripotent stem) cell technology for health and beauty, has entered into a strategic and technical partnership with I Peace, Inc. (<https://ipeace.com/en/>), a pioneering company specializing in the production of clinical-grade iPS cells. The collaboration officially commenced in April 2024.

Pioneering Innovation in iPSF Development

Reju has been at the forefront of developing iPSF (iPS cell-derived factors), which include growth factors and other components expected to promote cellular regeneration and activation at the molecular level. The company has also conducted extensive research to establish the benefits of iPSF for various applications, such as skin, scalp, and joint health.

Recognizing the need for high-quality iPS cells and cutting-edge cultivation technology to ensure the safety and efficacy of its products, Reju has partnered with I Peace to enhance its research and product development capabilities.

About I Peace, Inc.

Founded in 2015 by Koji Tanabe Ph.D., who studied under Nobel Laureate Dr. Shinya Yamanaka and the second author of the groundbreaking scientific paper to the discovery of human iPS cells, I Peace brings world-class expertise in iPS cell science. The company supplies clinical-grade iPS cells to global pharmaceutical firms and cell therapy developers, leveraging its FDA-registered and PMDA-approved cell production facilities.

Expanding Opportunities Through Collaboration

This partnership will enable Reju to integrate I Peace's high-quality iPS cells and advanced cultivation technologies into its products and services. Additionally, Reju will collaborate with I Peace's personalized iPS cell banking service, My Peace. This service allows clients interested in beauty and wellness solutions to benefit from Reju's proprietary iPSF technology.

Through this collaboration, Reju aims to bring the innovative health and beauty benefits of iPSF to a broader audience, contributing to improved quality of life in an era of increasing longevity.

About Reju, Inc.

Reju, Inc. is dedicated to advancing iPS cell technology to promote true health and vitality, both inside and out, in the age of longevity. The company's proprietary iPSF technology represents a breakthrough in leveraging iPS cells for beauty and wellness. With a focus on scientific evidence and innovation, Reju continues to lead the way in enhancing lives through cutting-edge solutions.

Company Information

Reju, Inc.

CEO: Yurie Kamiya

Headquarters: Tokyo, Japan

Founded: 2022

Business Focus: Development and provision of beauty and health products and services utilizing iPSF technology

Website: <https://rejuinc.com/en/>

I Peace, Inc.

Founder & CEO: Dr. Koji Tanabe

Headquarters: Palo Alto, California, USA

Founded: 2015

Business Focus: Contract manufacturing and sale of clinical and research-grade iPS cells; personalized iPS cell banking services

Website: <https://www.ipeace.com/en/>