

March 4th, 2026

Tsuruha Holdings × Shionogi Healthcare: Co-creating the "Tsunagu Card" with "Anata no Ibasho" and "The Third Family"

Collaborating on drug abuse prevention and support for loneliness and social isolation during Suicide Prevention Awareness Month in March.

Tsuruha Holdings Co., Ltd. (Headquarters: Sapporo, Hokkaido; President: Jun Tsuruha) and Shionogi Healthcare Co., Ltd. (Headquarters: Osaka, Osaka; President: Yuko Nakagawa) have created a special edition of the "Tsunagu Card" developed by Shionogi Healthcare. These cards will be available at select Tsuruha Holdings stores starting in mid-March, coinciding with "Suicide Prevention Awareness Month" as designated by the Ministry of Health, Labour and Welfare.

As part of this initiative, the cards feature a 2D code for a consultation desk dedicated to Tsuruha Holdings, provided by the Non-Profit Organization "Anata no Ibasho" (Headquarters: Chiyoda-ku, Tokyo; Chairman: Masakazu Negishi; hereinafter "Anata no Ibasho"). Furthermore, the design and messaging of the cards were developed with the guidance and advice of "youth members" from the Certified NPO "The Third Family" (Headquarters: Yokohama, Kanagawa; Representative: Haruka Okumura; hereinafter "The Third Family").



第3の家族

【Background】

The "Tsunagu Card" was developed by Shionogi Healthcare as part of a framework to provide appropriate care and encourage individuals struggling with drug overdosing (OD) to connect with consultation services. These cards have been distributed through drugstores and pharmacies.

Tsuruha Holdings has been collaborating with "Anata no Ibasho" to provide support for loneliness and social isolation as part of its drug abuse prevention efforts, including the establishment of dedicated consultation desks, which has led to this co-creative initiative.

The card's content was carefully reviewed and refined through ongoing exchanges and academic collaboration with Ms. Haruka Okumura, Representative of "The Third Family." Her expert feedback and insights were instrumental in the development process.

【"Tsunagu Card" Special Edition】

The front of the card features a message and two intertwined shapes symbolizing support. The back includes a 2D code for the free chat consultation service established by Tsuruha Holdings in partnership with "Anata no Ibasho."

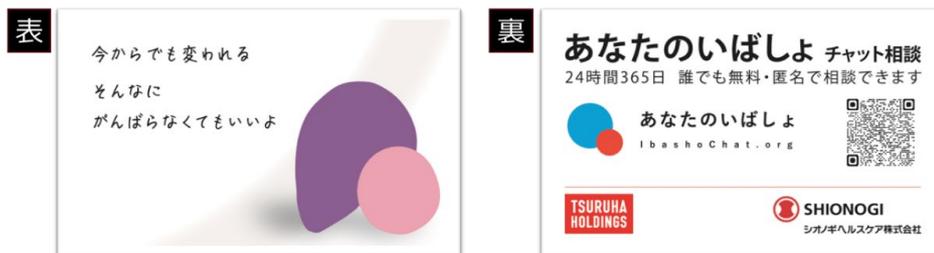
The design of the front side was developed through close consultations between representatives from Tsuruha Holdings and Shionogi Healthcare, incorporating valuable insights and feedback from Ms. Okumura, Representative of "The Third Family," and their "youth members."

Message : "It' s never too late to start over. You don' t have to try so hard anymore."

While retaining the original "Tsunagu Card" message endorsed by the "youth members," we integrated their specific feedback: "Some people feel that once they' ve relapsed, there' s no turning back—that doing it once or twice is the same." Empathizing deeply with this perspective, we adopted the phrase "It' s never too late to change" to offer support and empathy to individuals in distress."

Illustrative Image

To eliminate stereotypes and paternalism associated with images of adults versus children or men versus women, we expressed the concept of "simply being together," regardless of age or gender.



In conjunction with the "Tsunagu Card" initiatives led by Shionogi Healthcare, we hope this project will serve not only as a supportive resource for the public but also as a valuable tool for our employees when interacting with customers.

Moving forward, Tsuruha Holdings remains committed to its management philosophy of "providing richness and peace of mind to our customers' lives." We will continue our efforts through collaboration with various companies and organizations.

■About Tsuruha Holdings

Tsuruha Holdings is the holding company of "Tsuruha Group," which operates an extensive chain of drugstores and dispensing pharmacies. Guided by the philosophy of "providing richness and peace of mind to our customers' lives," the Tsuruha Group operates over 5,600 stores across Japan.

■About Shionogi Healthcare Co., Ltd.

As a united entity, the SHIONOGI Group continues to evolve its creativity and expertise in pharmaceuticals to shape the future of healthcare through innovative platforms. Within this vision, we at Shionogi Healthcare uphold the business concept of "Gentle, Accurate, and Enjoyable Self-Care for All." Our mission is to make self-care more accessible and effective, constantly redefining the standards of healthcare.

Corporate Profile: Shionogi Healthcare Co., Ltd.

- Trade Name: SHIONOGI HEALTHCARE CO., LTD.
- Established: January 15, 2016
- Commencement of Operations: April 1, 2016

- Capital: 10 million yen
- Representative: Yuko Nakagawa, President and CEO
- Headquarters: 24F Grand Green Osaka South Building Park Tower, 5-54 Ofuka-cho, Kita-ku, Osaka City, Osaka
- Business Activities: Development, manufacturing, and sales of healthcare products including over-the-counter (OTC) medicines, quasi-drugs, and health foods.
- URL: <https://www.shionogi-hc.co.jp/>

■About Anata no Ibasho

About Anata no Ibasho

- Established: 2020
- Headquarters: Chiyoda-ku, Tokyo
- Overview: Operates "Anata no Ibasho Chat Counseling," a 24/7, free, and anonymous chat-based support service available to anyone regardless of age or gender. This service is part of the Ministry of Health, Labour and Welfare's suicide prevention project.
- Scale: As Japan's largest chat-based counseling window, it manages up to 3,000 consultations per day through a global network of approximately 1,000 counselors across 32 countries.
- Impact: The organization was the first in Japan to advocate for national policies against loneliness, contributing significantly to the appointment of a dedicated Minister and the enactment of the Act on Promotion of Measures for Loneliness and Isolation.
- Affiliations & Awards:
 - Executive Member of the Public-Private Partnership Platform for Loneliness and Isolation.
 - Selected as one of Forbes JAPAN's "30 Exceptional Non-profits" in 2022.
- URL: <https://talkme.jp/>

■About The Third Family

- Established: March 23, 2023 (Active since March 2021)
- Overview: Operates the community site "gedokun" and the information portal "nigeruno" to build a digital platform where children and young people facing personal challenges can find support and grow in a healthy environment.
- Business Activities: * Development and management of web platforms for youth.
 - Organizing both online and offline community events.
 - Conducting data research projects focused on home and family environments.
- URL: <https://daisan-kazoku.com/>

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