

Improved diet for prevention of cardiovascular disease

◆ Salt reduction is the key to extending healthy life expectancy.

*The second priority action to be taken to control global diseases is salt reduction, which is low cost compared to hospital treatment and drugs. (UN NCD High Dimension Conference 2011)

* Salt is one of the dietary factors with the greatest negative impact on global life expectancy and healthy life years (2019, Lancet).

*Reducing salt in bread by 20% over 10 years in the UK reduced blood pressure and cardiovascular disease (2013, BMJ).

◆ Japan targets 30% salt reduction.

*The average salt intake (in general) is between 10g*1 and 7g*2.

*Even if you know that you need to reduce your salt intake, putting it into practice is a difficult task.

*1 '2022 National Health and Nutrition Survey', Ministry of Health, Labour and Welfare *2 'Dietary Intake Standards for Japanese (2020 edition)', Ministry of Health, Labour and Welfare

◆ Let us extend our healthy life expectancy through multi-faceted salt reduction activities.

What is KARUSHIO®?

A new concept for salt reduction to bring out the best taste with less salt.

The National Cardiovascular Center (NCVC) certifies products that balances 'low in salt' and 'tasty' for improvement in dietary habits.



NCVC's delicious hospital menu is the origin of KARUSHIO.

Links to KARUSHIO® projects



Materials and recipes available !



Karushio® Project Website



Enquiries about KARUSHIO®.



NCVC 【 Philosophy 】

We strive to promote the health and happiness of the people of Japan as part of the National Centers for Advanced and Specialized Medical Care and Research by elucidating and controlling cerebral and cardiovascular disease.

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Marketing and business support

KARUSHIO® Summit

Interaction with accredited companies and distributors



Business Matching



Matching events for companies and municipalities interested in health and food.

promotional support



Sampling

Product sampling at lectures, conferences and events

CSR & social contribution (Multifaceted salt reduction education)

Nutrition education and community engagement

Salt reduction menu in school meals
Local resident awareness-raising



Practical education for professionals

To share practical and medically contextualized knowledge with dietitians, chefs and other professionals.



Promoting low-salt recipes and cooking methods.



Low-salt recipe contest "S-1g"



Recipe sharing (publication, video)



Trademark royalties are used to support certified companies and for social contribution activities.

KARUSHIO® certification system



What is KARUSHIO label?

The KARUSHIO label can be used on low-salt products that combine taste and nutritional balance and meet the certification criteria.

Certification Criteria

Category①
Packed Lunches(Bento Box) and set meals

(per meal)
Energy c. 450-600 kcal / Salt equivalent less than 2g / Vegetable use 150g or more / Protein energy ratio 13-20%./ Fat energy ratio 20-30%.

Category②
Side dishes, etc.

Salt equivalent of 0.7% or less (in the finished dishes), or salt reduction by 30% or more, from the other products of similar quality※.

Category③
Seasonings, etc.

Salt Reduction by 30% or more
Compared to the other products of similar quality※.

Category④
processed food

Category⑤
salted food (seafood)

※ 'Other products of the similar quality' are those listed in the latest Japanese Standard Tables of Food Composition.

※For more information, contact the Office of Social Implementation of NCVC.

Certification Assessment Process

Application > Interviews > Pre-assessment > Karushio Committee> Property Committee > Contract signing > Sales > Annual fees paid.
(tasting test※) (Company presentations) (Annual update) (1.5% of goods shipped)

※"Is it really tasty?" Over 30 doctors, nurses and nutritionists of NCVC conduct sensory evaluations to assess whether food is 'really tasty'. ※Applications for KARUSHIO certification are welcome at any time.

Certified companies

45 companies / 120 products on sale
in Japan (as of July 2024).

Testimonials from Certified Companies & Distributors

"Sales increased 2.5 times after the KARUSHIO® label was applied."

"Many people bought our product because they saw the "National Cardiovascular Centre Approved" label."

"Due to strong customer demand, the discontinued product was reintroduced as a 'KARUSHIO® Certified Product'. The response was very positive."

"Shelf space for KARUSHIO® certified products doubled. Sales were 180% higher than the previous year."

"We found that value-added products can generate sales if they are sold with the right promotional material."