

June 4, 2026

Nagase & Co., Ltd.

Nagase ChemteX Corporation

**Starch-based SAP DENAGREEN® Developed by the NAGASE Group Adopted for the First  
Time in a New Product by VVV Inc.'s Femtech Brand limerime  
—Promoting Sustainable Materials Which Contribute to a Carbon-free Society**

DENAGREEN®, a starch-based superabsorbent polymer (SAP) developed by Nagase & Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; Representative Director, President and CEO: Hiroyuki Ueshima) and Nagase ChemteX Corporation (Head Office: Nishi-ku, Osaka; Representative Director and President: Yoshiyuki Morita), a core manufacturer of the NAGASE Group, has been adopted for use in DAILY PAD daily pads from the limerime women's healthcare brand of VVV Inc. (Head Office: Chiyoda-ku, Tokyo; CEO: Shion Sudo). VVV will begin sales of this product on June 4, 2026.



DAILY PAD

**■Background of Adoption and Characteristics of DENAGREEN®**

The superabsorbent polymer DENAGREEN® developed by the NAGASE Group uses environmentally-friendly starch as its primary ingredient and is a resource-cycle type material with biodegradability allowing it to return to nature after use. Existing naturally-derived absorbent materials had issues with their absorbability, but DENAGREEN® has successfully achieved high absorbability on par with existing petroleum-derived products. The NAGASE Group aims to solve societal issues, such as contributing to reduced CO2 emissions with DENAGREEN®.

During the development of environmentally-friendly hygiene products for women before and after childbirth and pre-menopausal, menopausal, and post-menopausal women, the limerime women's healthcare brand produced by VVV recognized DENAGREEN® for its high absorbability while being naturally derived, and adopted it as the first naturally-derived absorbent material used by the brand. When disposing of the products after use, it is expected that the biodegradability of DENAGREEN® will contribute to lessening the products' environmental burden even in landfills, which are the main form of disposal in many areas of the world including the US and Asia.

As a company that solves customers' and society's issues through materials, the NAGASE Group



will continue to contribute to the well-being of both people and the Earth.

\*VVV Inc. is also releasing a press release about the start of sales for this new product on the same day.

■**DENAGREEN® Product Page** (Japanese only)

[DENAGREEN® for Hygiene Materials | NAGASE Group](#)

■**DENAGREEN® Brand Story** (Japanese only)

[DENAGREEN®, Biodegradable Superabsorbent Polymer—The Passion Behind the Brand | NAGASE Group](#)

### Overview of DAILY PAD Using DENAGREEN®

•Product Name: limerime DAILY PAD

•Release Date: June 4, 2026

•Primary Materials: Surface material (bamboo fibers), absorbent material (starch-based superabsorbent polymer DENAGREEN®, etc.)

\*For further details on the product, refer to VVV Inc.'s official information.

VVV Inc. URL: <https://limerime.com> (Japanese only)

### ■Nagase & Co. Profile

Company Name: Nagase & Co., Ltd.

Head Office: Tokiwabashi Tower, 2-6-4, Otemachi, Chiyoda-Ku, Tokyo

Representative: Hiroyuki Ueshima

Business Overview: Import/export and domestic sales of chemicals, plastics, electronics materials, cosmetics and health foods

URL: <https://www.nagase.co.jp/english/>

### ■Nagase ChemteX Profile

Company Name: Nagase ChemteX Corporation

Head Office: 1-1-17 Shinmachi, Nishi-ku, Osaka

Representative: Yoshiyuki Morita

Business Overview: Product development and production of high performance chemicals including formulated epoxy resins, photolithography materials, epichlorohydrin derivatives, conductive coating materials and functional dyes

URL: <https://group.nagase.com/nagasechemtex/en/>

### ◆Inquiries

Nagase & Co., Ltd.: <https://www.nagase.co.jp/english/>



Nagase ChemteX Corporation: [Inquiries | FAQ | Nagase ChemteX Corporation](#)

<Business Inquiries>

Performance Chemicals Dept., Nagase & Co., Ltd. Tel.: 03-3665-3315

<Technical Inquiries>

Sustainability Promotion Office, Corporate Management Dept., Nagase ChemteX Corporation

Tel.: 0791-64-6300

<Media Inquiries>

Corporate Communication Sec., Corporate Administration Div., Corporate Management Dept.

Tel.: +81-80-8828-8676