

Media Release - Immediate Distribution – 11 February 2022
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Title: Style and safety meets Japanese ingenuity as Bunshi Mask range launches in Australia

Japanese company Bunshi Lab is set to release their highly popular Bunshi Masks to the Australian market this week, available on Amazon.com.au. Face masks are now not only a short-term trend to help stop the spread of COVID-19, they are an accessory that will help decrease the spread of all illnesses and give us freedom to go out to eat and drink, shop at supermarkets, and travel without worrying about getting sick. Bunshi Lab's luxury mask range is created from the Japanese spirit of hospitality and craftsmanship, combining sleek design with powerful protection.

It has been predicted that wearing masks will continue long after the pandemic has ended (<https://time.com/5952051/masks-after-pandemic-ends/>) which will be a cultural shift for Australians. However, the wearing of masks to prevent the spread of illness is deeply embedded in Japanese culture going back over a century (https://web-japan.org/trends/11_culture/pop202008_mask-culture.html), resulting in more time to develop fashionable, comfortable, and effective masks.

The Bunshi Mask is the perfect example of Japanese style and comfort, with over 300,000 units sold in Japan. Its success is attributed in part to the high-grade, mercerised cotton used to manufacture the masks, which is soft and gentle on your face and especially great for those with sensitive skin. Cotton is an organic and sustainable material which lessens the environmental impact of single-use plastic masks.

The mask also boasts the latest nanofiber filters, invented by Professor Tanioka at the Tokyo Institute of Technology, that are able to catch 99% of fine particles. The Bunshi Mask is washable and reusable, and is available in black, white, beige, pink, and grey to match any social or formal occasion.

Bunshi Lab's CEO, Yuichiro Tanaka, said that he was excited for Australians to experience a greater level of comfort in their masks.

"We look forward to providing Australian consumers with a mask that they can feel comfortable and confident in. Quality and reliability is at the forefront of the Bunshi Mask."

Launching initially on amazon.com.au, Bunshi Mask retails for \$79.00 each, available in Small (Kids), Medium, Large, and X-Large.

To browse the Bunshi Mask range, visit https://www.amazon.com.au/Bunshi-Cotton-Lab-Small-White/dp/B09KRFLNL9/ref=sr_1_5?crd=RLDJQ1B451HM&keywords=bunshi+mask&qid=1644530894&srefix=bunshi+mask%2Caps%2C212&sr=8-5, and for more information, contact:

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