

Media Release - Immediate Distribution – 9 March 2022  
Contact: Freddie Fletcher, [freddie@popcom.com.au](mailto:freddie@popcom.com.au), 0422 653 683

## **Title: What is the best mask to go with now that mandates have been relaxed?**

SYDNEY: The eastern states of Australia have eased up on mask mandates, meaning that we'll be seeing fewer masks as we go about our day. However, there are still a number of places where you'll need to ensure you can cover your nose and mouth with a face mask. The top pick to breathe easily, protect yourself and others, and look great in settings where masks are still required is the Japanese-made Bunshi Mask, which launched last month exclusively to Amazon.

Despite the new guidelines relaxing the mask laws, according to the NSW Government (<https://www.nsw.gov.au/covid-19/stay-safe/rules/face-mask-rules>), people over the age of 12 are required to wear masks in airports, in public hospitals or private health facilities, in residential care facilities or hostels, in indoor music festivals with more than 1,000 people, on public transport and public transport waiting areas (including in taxis and rideshare services), and on a domestic commercial aircraft (including when the aircraft is flying above NSW).

It has also been predicted that mask-wearing will continue long after the pandemic has ended (<https://time.com/5952051/masks-after-pandemic-ends/>) as we have been able to witness firsthand the benefits of mask wearing in preventing illness and virus transmission. Mask wearing as a cultural norm is already deeply embedded in Japanese culture going back over a century, which means they have had a lot more time to develop fashionable, comfortable, and effective masks.

In timely fashion, Japanese company Bunshi Lab released their highly popular Bunshi Masks to the Australian market last month, available on Amazon. Bunshi Lab's luxury mask range is created from the Japanese spirit of hospitality and craftsmanship, combining sleek design with powerful protection.

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.

Bunshi Lab's CEO, Yuichiro Tanaka, said that he was excited for Australians to experience a mask they can rely on for years to come.

"It is positive to see mask mandates being lifted around the world. I think we will see masks continue to be worn in travel situations long into the future. People who are sick will consider wearing a mask to protect those around them, as is the custom in Japan even prior to the covid pandemic.

"Bunshi Mask is designed to feel comfortable and protect you, and they look great. It is a good opportunity now to reduce the environmental impact of single-use masks, and focus on a solution that lasts a long time. We do not throw t-shirts out after one use, so why should we do the same for masks? Quality and reliability is the forefront of Bunshi Mask, making it a great option to protect yourself and others."

Available on Amazon, 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](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:

- Freddie Fletcher, [freddie@popcom.com.au](mailto:freddie@popcom.com.au), 0422 653 683