

想いをつなごう。
その人の、その先へ。



November 16, 2023

Duskin Co., Ltd.

Duskin Launches its 60th Anniversary Website

Featuring special stories behind Duskin's 60 years of history and regular updates on upcoming anniversary celebrations and campaigns

Osaka (November 16, 2023) — [Duskin Co., Ltd.](#) is thrilled to announce the launch of its anniversary website to mark the 60-year milestone from its foundation, celebrated on November 16, 2023. This way, Duskin would like to show its customers gratitude for their kind support over the past 60 years as well as to offer an introduction to its journey in an easily accessible manner. Visitors are invited to take a deep dive into Duskin's history with the website's special feature "Peek into the World of Duskin," including behind-the-scenes stories. The new website will also provide information about the anniversary campaigns organized by each of Duskin's businesses. Check back regularly for updates and get ready for an anniversary year full of surprises!

■ Peek into the World of Duskin (sample article)

100-Year-Old Twin Sisters Starring in Commercial!?

Duskin's 1991 commercial featured the Japanese twin sisters affectionately called "Kin-san & Gin-san," who were widely known in Japan for their vitality despite being over 100 years old.

Take a glimpse behind the scenes of the shooting to find out why the two centenarians were chosen and other untold backstories!



Duskin 60th Anniversary Website Overview

Website Name: Duskin 60th Anniversary Website
Release Date: Wednesday, November 16, 2023
URL: <https://www.duskin.co.jp/60th/> (Japanese version only)

What to Find on Our Anniversary Website

Opening Animation



The top page opens with an animation featuring multi-colored ribbons that sway in the wind, gracefully coming together and interconnecting a multitude of emotions as they move forward.

President Message

Hiroyuki Okubo, Representative Director, President and CEO of the company, has shared his personal thoughts and feelings on the anniversary of 60 years from Duskin's foundation. During the website's open period, the company will share periodically various messages, including Duskin's visions for the future.

Special Feature: *Peek into the World of Duskin*

Captivating inside stories recounting 60 years of business activity await to be shared with visitors. But that's not all — brace yourself for a visual treat with our surprise design features! We hope to entertain visitors with the mouse cursor in the shape of the company's first product line for residential use — Home Duskin — and its animated effects when wiping away the dust.

Duskin Family Appreciation Day 60 Report

This is a report of the nationwide cleanup activities conducted every year, by the Duskin Group and its franchisees as part of the company's community involvement initiatives. This year, on the occasion of our 60th anniversary, we have expanded the scale of these cleanup activities. Reports from each region will be posted.

Anniversary Campaign Information

We will be regularly sharing the latest information about Duskin's anniversary campaigns organized by each business of the Direct Selling Group and the Food Group.

Upcoming Celebration Events (Scheduled)

Please keep an eye on Duskin's 60th anniversary website and stay tuned for more details in future news releases.

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| Nov. 2023 | Launch of Duskin 60th Anniversary Website |
| | Cleanup activities to be conducted nationwide by the Duskin Group and its franchisees |
| | Launch of the Direct Selling Group's thank-you prize offers for residential customers |
| Jan. 2024 | Distribution of a digital coupon to customers of the Direct Selling Group businesses |

*Please note that campaign information is subject to change without notice.