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RENAISSANCE INCORPORATED

Bringing “Synapsology” to the Asian market

RENAISSANCE concludes an exclusive agency contract for its brain activation program with Korean company, Channel Factory

RENAISSANCE INCORPORATED (Headquarters: Sumida-ku, Tokyo; Representative Director, President, and Corporate Officer: Masaaki Yoshida; hereinafter “RENAISSANCE”) has concluded an exclusive agency contract with Korean company Channel Factory (headquarters: Seoul; Representative: Chung Sang Woo) for the provision in Korea of the “Synapsology” brain activation program developed by RENAISSANCE.

■Background to the alliance

RENAISSANCE's core business is management of comprehensive sports clubs. And using this as the focal point for its organic growth, the company is developing new businesses with one keyword in common: *health*. The company strives to tackle various social challenges with the aim of prolonging people's “healthy longevity”.

Developed as part of such efforts, the Synapsology brain activation program is expected to improve participants’ cognitive functions while reducing anxiety and fatigue. Synapsology has been utilized in a variety of locations—and not only by care service providers such as elderly day care service centers and private nursing homes, but also by local governments in preventive care programs (such as classes to prevent decline in cognitive functions) and companies. In Japan, 440 facilities run by more than 250 different organizations have entered agreements with RENAISSANCE to use the program.

After considering various factors including the prediction that by 2050 Korean will have the world’s second largest elderly population of 65 years and older—second only to Japan—the Korean company Channel Factory decided to bring Synapsology to Korea. Channel Factory believes that the declining cognitive functions of the elderly will become an unavoidable issue in societies with large elderly populations, and that Synapsology will help slow such decline.



■ Future development

Through this alliance, RENAISSANCE aims to support the activities of the Korean Channel Factory in promoting Synapsology in Korea, thereby contributing to Korean society, which is rapidly becoming a super-aged society.

RENAISSANCE is also looking to expand Synapsology into other East Asian countries. These countries are also expected to rapidly become aged or super-aged societies and the company has already received requests for Synapsology from multiple companies and organizations in the region. Thus, RENAISSANCE plans to actively market Synapsology alongside various other programs and methods for elderly consumers.

Synapsology promotion website: <https://synapsology.com/sy/>

■ What is Synapsology?

The Synapsology program is based on basic movements such as paper, scissors, rock or spinning balls, and participants are instructed to use movements that constantly change the stimulation of their sensory organs and cognitive functions (called “spice-up” instructions). Responding to such stimulation helps activate participants' brains. The goal is not to have participants achieve (or learn) anything; rather, the aim is to expose them to situations in which they have to respond to something they cannot do, thereby improving their brain function.

The program can be performed anywhere and is effective even after just 10 to 20 minutes. Activities can also be adjusted according to the age, gender, and physical fitness level of the participants, making the program suitable for a diverse range of people.

Currently, Synapsology is used in elderly care and preventive nursing care businesses, corporate employee health management programs, fitness clubs, and pharmacies. And using these places as bases, the program is used for health promotion in the broader community, children's education, improving athletic performance, and other areas.



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