

(This is a draft English translation of the original Japanese document.)

Chapter 3 LOHAS

(1) Do you know the term LOHAS?

By the way, do you know the term LOHAS? LOHAS is a coined acronym, proposed by American sociologist Paul Ray and psychologist Sherry Anderson. It stands for “Lifestyles Of Health And Sustainability”. Put more simply, it is sometimes called lifestyles that are friendly to the mind, body, and the Earth. It is a movement that urges people to raise their awareness and aims to change people’s lifestyles in various aspects, with an emphasis on health and the Earth’s environment.

Specifically, in the field of food, LOHAS focuses on organic and pesticide-free produce, natural food, safe and reliable supplements, traditional cooking methods, natural farming, slow food, etc. In the field of health and personal development, LOHAS refers to cosmetics made of organic ingredients, natural medicine, acupuncture and moxibustion, integrated medicine, homeopathy, yoga, fitness, healing, aroma(therapy), seminars to enhance spirituality, slow life, etc. Furthermore, in the field of architecture and transportation, topics such as renovation of buildings, environmentally-friendly houses and interiors, green city planning, green modes of transportation are drawing attention. In the field of energy, LOHAS encompasses alternative energy, renewable energy, energy conservation, eco-driving, recycling, etc. Other than these fields, the idea and practice of LOHAS is becoming widespread in a very broad range of fields, such as gardening, eco-tourism, new types of schools, restoration of landscapes, and socially responsible investment.

(If you want to know more about LOHAS in detail, please type in and search for “LOHAS” at www.google.com and other search engines. You will find countless numbers of related sites. There are even magazines, books, movies, and music on the subject of LOHAS; please try searching by the keyword “LOHAS”, at www.amazon.com and other online bookstores. Even if you didn’t know the term LOHAS, you will soon be aware that you are one of the camp leading a Lifestyle Of Health And Sustainability.)

(2) When do we realize that a child has become an adult?

LOHAS is a way of thinking that is permeating the Western and Japanese world very rapidly. It is beginning to effect gradual but significant changes in people’s lifestyles. On an individual industry or field basis, LOHAS might appear to be just another fad. However, LOHAS encompasses all fields in a cross-sectoral manner and keeps evolving on and on. That is one characteristic of LOHAS. When we look at each product or fashion one by one, we only see it as such. But when we look at all the products and fashion from a cross-cutting

perspective, we find that a new sense of value is becoming entrenched among many Japanese through a change in the people's lifestyles.

It is just like a child, initially without discretion, growing up into a sensible adult. We can only realize that a child is maturing into an adult when we actually see the child changing gradually in terms of how he/she speaks, acts, dresses, and spends time. That is to say, while the boundary between child and adult is judged nominally by one's age or the shift in one's appearance, it can only be felt substantially when one's behavior actually changes from that of a child to that of an adult in every situation.

(3) LOHAS is a “comprehensive” change in lifestyle

The very way people are beginning to change through LOHAS is a similar development. When we look at each change in each field individually, then we might only see the change as such. The change might be a new fad. Also, expressions such as ‘being careful about your health’ or ‘sustainability’ might be age-old. Furthermore, many of the products and services that are featured in LOHAS might have always existed.

Then, what is changing through LOHAS? The answer is that many people are gradually changing their entire lifestyle, in a “comprehensive” manner, in line with the LOHAS way of thinking. That is, when we observe how LOHAS is spreading through the world, what we see is not a cherry-picking of fashion in individual fields. Rather, what we see are people, who have a certain set of values and way of thinking, changing their behavior “comprehensively” in all aspects of their lifestyles.

The development is just like the child changing its behavior in all aspects of life when maturing into an adult. The fact is that, in Japan today, a very big change, comparable to a person's shift from child to adult, is quietly in progress beneath the surface. That is readily understood when we watch the movements associated with the word LOHAS. Actually, the Japanese are already beginning to change significantly underneath the surface. They are currently in the middle of undergoing an evolution from a 20th-century human being to a 21st-century one.

(4) Harbinger of 21st-century Japanese

LOHAS is a term that “comprehensively” describes a very wide range of lifestyles. As such, just like the term ‘IT revolution’, its connotations are likely to evolve further as the times change. Since LOHAS is based on health and sustainability, it can be applied to every aspect of our lives.

Then, what will the Japanese be like in the days to come? If a 21st-century-man is coming into being through LOHAS now, then what will the Japanese be like down the path? What

will they seek? What will they cherish? What will they define as “success” in their lives?

A major change of the times, first of all, occurs like the rotation of a revolving stage. That is to say, before the previous era ends completely, the stage and the actors of the next era are ready behind the scenes. And as soon as the front stage and actors complete their roles, the backstage becomes the front stage. In other words, the herald of or the preparation for a major change of the times is always present in the current era. So if we watch the current era very closely, we will find the stage and actors of the next era.

Second, a major change of the times, just like a climb of Mount Fuji, ends up at the same summit, even if we take different trails from completely different starting places. That is to say, individuals, who were previously acting independently, with no relations amongst one another, meet in the end at the same place. That is how the actors of the next era get together.

Viewed in this light, Japan of the 21st century is likely to be found on a line extending from, but not limited to, this LOHAS movement of today. In my opinion, through LOHAS, countless numbers of actors of the 21st century are emerging on the next stage. Then, what do these men and women seek? What do they cherish? And what will they define as “success” in their lives?