



Chugai Launches a New Educational Website “So-Zo LABO” Aiming for a Society that Embraces Diversity

- Educational content targeting fourth to sixth graders, guardians, and educators
- A lineup of contents that provides a correct understanding of the disease and fosters a feeling of compassion for people with the illness
- By disease case study approach, aiming for a healthy society with unbiased diversity



<https://www.chugai-pharm.co.jp/kids/> (in Japanese only)

TOKYO, December 1, 2021 -- [Chugai Pharmaceutical Co., Ltd.](https://www.chugai-pharm.co.jp/) (TOKYO: 4519) announced that the company has launched an educational website for kids "So-Zo LABO by a Pharmaceutical Company for the Body, Mind, and Everyone" (hereafter, "So-Zo LABO") to ensure that children understand about diseases correctly, imagine the feelings of those who have the illness, and create a healthy society that embraces the diversity.

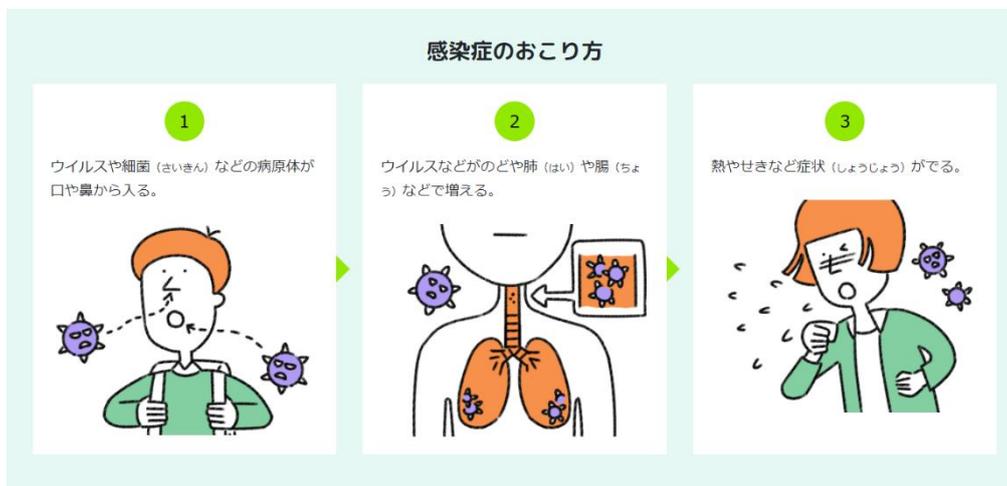
The specific contents of the So-Zo LABO include diseases common among children and affect many of them as a tool to help children understand each disease correctly. The "Mechanisms of Disease" addresses four disease areas, infection, cancer, immune disorders, and genetic disease. The website provides easy-to-understand explanations of the development and treatment of each disease using illustrations.

In addition, "If I were you," a cartoon content featuring grade school students, was selected for “atopic dermatitis” and “cancer” to foster imagination and compassion for the feelings of people with diseases so that they can learn about the daily lives of people with the illness and consider it as their own.

Main Contents of the "So-Zo LABO"

1. Mechanism of Disease: content that teaches how diseases occur and how to treat them, including infection, cancer, immune disorders, and genetic disease.
2. If I were you: content to help children understand the various symptoms, imagine the feelings of people with diseases, and develop a sense of compassion through cartoons depicting the daily lives of people with diseases (episode one: atopic dermatitis, episode two: cancer)
3. What is a disease?: message content presented by educators for children to think about illness
4. The street of medicine “CHUGAI”: content to learn about medicines and Chugai Pharmaceutical
5. Explore SDGs: content to learn SDGs in general, including Chugai initiatives

■ Graphic explanation “Mechanism of Disease” (infection)



■ Cartoon content “If I were you”



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