

July 24, 2026

Kirin and Immunosens Conduct Proof-of-Concept (PoC) Study on a New Approach to Understanding Daily Physical Condition Using a Single Drop of Saliva

- Kirin Holdings and Immunosens conducted a PoC study using Immunosens's prototype device, which measures salivary sIgA from a single drop of saliva in approximately 10 minutes, to explore a new approach to understanding daily physical condition.
- Questionnaire results suggested that the measurement experience may help individuals reflect on their condition and lifestyle habits, with approximately 90% of participants reporting that it prompted reflection and that they took improvement-related actions multiple times.
- Based on the insights from the PoC, Kirin will continue exploring potential applications of this approach in areas such as daily self-understanding, lifestyle habit improvement, corporate health management, and human capital management.

TOKYO and OSAKA, July 24, 2026 - Kirin Holdings Company, Limited (Kirin Holdings) and Immunosens Co., Ltd. (Immunosens), a startup developing POCT^{*1} products using its original immunoassay method, GLEIA, have conducted a proof-of-concept (PoC) study on a new approach to understanding an individual's condition in daily life using a single drop of saliva.

In this PoC, Immunosens's prototype device, capable of measuring salivary sIgA from a single drop of saliva in approximately 10 minutes, was utilized to examine whether encouraging individuals to reflect on their own condition in daily life could serve as a trigger for greater awareness of their condition and for reviewing lifestyle habits^{*2}.

This PoC was conducted as part of Kirin's corporate venture capital (CVC) activities and aimed to evaluate the potential value and applications of the prototype device developed and provided by Immunosens.

1. Point-of-care testing (POCT): A general term for real-time testing performed near the person being tested.

2. This PoC was not intended for medical treatment or diagnosis but was conducted to examine business feasibility and user acceptance.



Background

Even in the absence of clear symptoms such as fever, many people experience moments in daily life when they feel "not quite at their best." However, such conditions are often subjective, making it difficult to identify underlying causes or connect them to improvements in lifestyle habits.

Kirin has focused on these subtle, day-to-day fluctuations in condition and has been exploring new approaches that encourage individuals to reflect on their own state in daily life and link this awareness to improvements in lifestyle habits.

Objective

This PoC utilized a prototype device capable of measuring salivary sIgA from a single drop of saliva in approximately 10 minutes to examine whether reflecting on one's own condition in daily life could promote awareness, encourage reflection on lifestyle habits, and serve as a trigger for behavioral change.

Overview

In this PoC, participants conducted measurements using the device at times of their choosing in daily life. They then completed questionnaires regarding how they perceived the measurement results, as well as their subsequent reflections and actions.

The measurement utilized Immunosens's prototype device, which measures secretory IgA (sIgA)^{*3} from a single drop of saliva in approximately 10 minutes, with results displayed on a smartphone application.

3. sIgA is one of the biomarkers contained in saliva that is associated with physical and mental condition.

Key Findings from the PoC

Based on questionnaire results^{*4}, the following trends were observed:

- Approximately 70% of participants responded that they were generally able to accept their measurement results
- Approximately 90% reported that the measurement prompted them to reflect on their condition and its causes
- Approximately 90% reported taking some form of improvement-related action multiple times

These results suggest that, within the scope of this PoC, reflecting on one's condition in daily life may serve as a trigger for awareness and behavioral change. Feedback also indicated increased awareness of the relationship between participants' condition and lifestyle factors such as sleep and stress, suggesting potential for enhanced self-understanding.

4. Conducted from February to March 2025 with 30 Kirin Group employees (27 valid responses). Measurement values themselves were not collected; analysis was based on questionnaire responses regarding perception and behavior after measurement.

Comment from Hirokazu Sugihara, CEO of Immunosens

“Through this PoC with Kirin, we saw the potential of our prototype device to serve as a new approach for encouraging individuals to reflect on their condition in daily life, which is highly meaningful to us.

The possibility that measurement results may prompt individuals to reflect on their own condition and create opportunities to review lifestyle habits marks an important step toward our vision of integrating health-related awareness into daily life.

Going forward, we will continue to deepen our collaboration with Kirin and strive to create value that supports individuals in engaging with their physical and mental condition on a daily basis through our original immunoassay method, GLEIA.”

Future Outlook

Based on the insights obtained from this PoC, Kirin will continue to explore how this new approach—encouraging individuals to reflect on their condition in daily life—may create customer value.

Looking ahead, Kirin aims to explore the potential for new services by designing user experiences that encourage individuals to reflect on their own condition and review their daily behavior and lifestyle habits. In parallel, the company will also examine how such approaches may be applied in areas such as corporate health management and human capital management.

About Immunosens Co., Ltd.

Immunosens is a startup originating from Osaka University that is working to develop POCT products based on its original immunoassay method, GLEIA, a proprietary immunoassay technology that combines immunological reactions with electrochemical reactions.



The company leverages GLEIA technology in both the healthcare field and the field of testing for medical institutions, and has experience in the development and commercialization of in vitro diagnostic products for medical institutions. The company's technology combines a palm-sized measuring device based on GLEIA with a disposable compact sensor, GLEIA Stick, and is characterized by its ability to measure specific biomarkers^{*5} from a small sample volume. Potential applications are expected in the healthcare field as a way to provide opportunities for individuals to reflect on their own condition in daily life.

The salivary sIgA measurement product used in this PoC is a product for general consumer use that differs from products for testing in medical institutions, and is not intended for the diagnosis, treatment, or prevention of disease.

5. Biomarkers are substances used as indicators for understanding physical condition.

About the “KIRIN HEALTH INNOVATION FUND”

Through this CVC fund, Kirin invests in startups in Japan and overseas with innovative technologies and business models, particularly those related to advanced health science technologies and solutions that enhance customer experiences.

Rather than focusing solely on short-term synergies, the fund targets startups expected to create value from a medium- to long-term perspective.

By combining the ideas and technologies of startups with the strengths and resources of the Kirin Group in the health science domain, Kirin aims to create attractive value that enriches customers' lives.



About Kirin Holdings

Kirin Holdings Company, Limited is a global company operating across three core business domains spanning Alcoholic Beverages, Non-alcoholic Beverages & Health Science, and Pharmaceuticals. The company traces its roots to Japan Brewery, established in 1885, which later became Kirin Brewery in 1907. Since then, Kirin has expanded its business operations by leveraging fermentation and biotechnology as core strengths. The company entered the pharmaceutical field in the 1980s, which has since grown into a global business. In 2007, the company transitioned to a pure holding company structure as Kirin Holdings, and it is now strengthening its Non-alcoholic Beverages & Health Science domain.

Under its long-term vision “[*Innovate2035!*](#)”, the Kirin Group is focused on creating value that encourage behavioral change among consumers and patients, creating new lifestyle habits in the areas of food and health. With a unique business portfolio spanning Alcoholic Beverages, Non-alcoholic Beverages & Health Science, and Pharmaceuticals, the Group will further expand group-wide initiatives that support both mental and physical well-being.

The Kirin Group will continue to advance innovation through the combined strength of its people and technology, creating both social and economic value as a global leader in CSV*, while pursuing sustainable, long-term growth in corporate value.

*Creating Shared Value: combined added value for consumers as well as for society at large.