



INUJIRUSHI

JAPAN'S OLDEST MATERNITY
BRAND, FOUNDED IN 1902

For over 115 years, we have focused on women's mental and physical states (which undergo major changes during and after pregnancy) to provide comfort and peace of mind.

Since 1902 in Japan

INUJIRUSHI HAS PROVIDED PEACE OF MIND TO MOMS FOR MORE THAN 115 YEARS

Inujirushi puts moms and babies first, so you can feel good about choosing our products, even during your first pregnancy. Our comfortable maternity belly bands, postpartum shapewear, and pregnancy/postpartum innerwear are developed for comfort and support, from pregnancy to delivery and the postpartum period.

The word “*inu*” means “dog” in Japanese. Our name is inspired by the Japanese belief that dogs symbolize safe birth because they easily deliver large litters of puppies.

2001

Presented a maternity belly band to Crown Princess Masako



1902

Inujirushi was founded in Osaka, Japan



1970s

Developed maternity underwear



2007

Exhibited at the MOM2B Trade Show (United States)



2020

1950s

Developed maternity belly bands



2010

Exhibited at CBME China



1980s

Developed functional maternity wear



1960s (1959)

Presented maternity belly bands to Empress Michiko



1991/1994/2006

Presented maternity belly bands to Kiko, Princess Akishino



2016

Exhibited at IBMEX (Indonesia)



Inujirushi's maternity belly bands are given to the Japanese Imperial Family.

INUJIRUSHI'S THREE PRODUCT DEVELOPMENT CONCEPTS

Inujirushi develops our products based on three concepts.

1 MEDICAL/PSYCHOLOGICAL FACTORS

We work to develop functions to gently support your changing body according to the mental and physical concerns of pregnant and postpartum women. To offer peace of mind, we constantly test our products with supervision and advice from ob-gyns, physical therapists, consulting physicians, and other experts.



2 FUNCTIONALITY

Women tend to experience many minor issues during pregnancy and after delivery, but they still want to continue their work and leisure activities. We have more than 5,000 registered consumers, and we hold monthly discussion events, fittings, and other tests. The results are used to develop and improve products for the highly precise functionality required as your body changes and during daily life.



3 FASHION

We refer to survey results and customer comments to understand the latest consumer values based on the trends of the era, and speedily offer products that meet these needs. In this way, we work to satisfy pregnant women who are highly tuned in to fashion.



WITH A COMPREHENSIVE VIEWPOINT INCLUDING THESE THREE CONCEPTS, WE STRIVE TO CREATE THE BEST PRODUCTS BASED ON ALL SORTS OF DATA.

Creating the best products based on all sorts of data.



INUJIRUSHI'S MATERNITY BELTS

Inujirushi's maternity belts relieve hip/lower back stress and help maintain balance during pregnancy.

For about 1,300 years, Japanese women have wrapped long, lightweight cotton bands around their stomachs to relieve lower back stress and for postural stability during pregnancy. These bands were also given as celebratory gifts. At Inujirushi, we developed our maternity belts to be easier to use than these traditional bands.

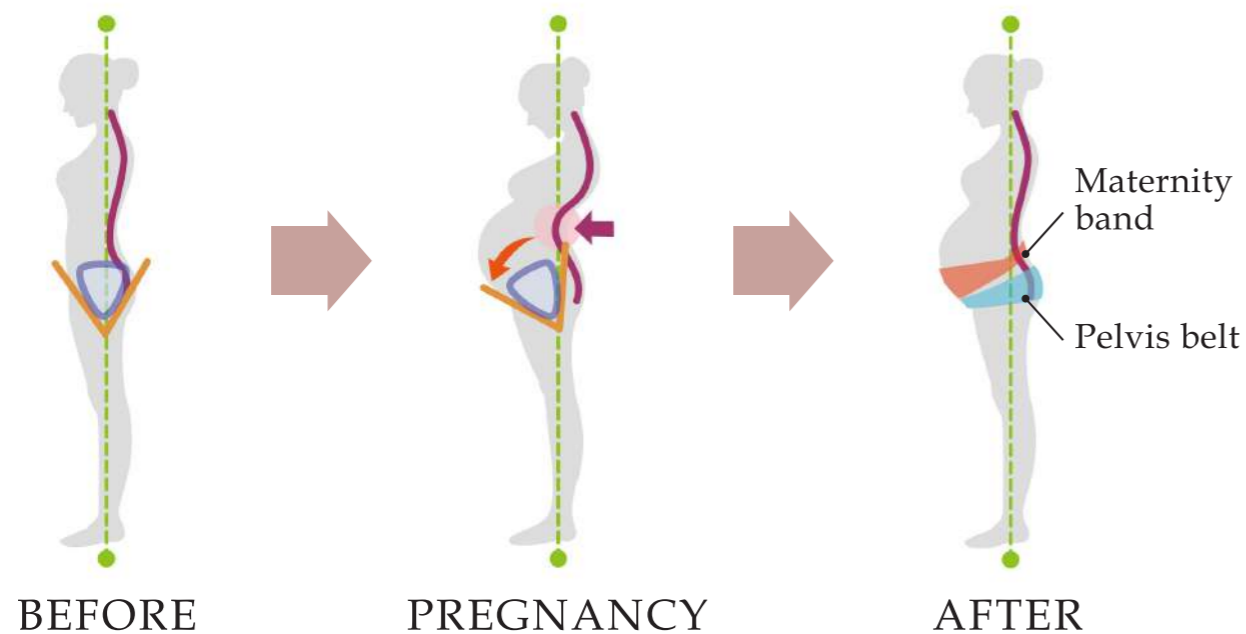
Why do women wear maternity belts?

There are two main reasons why pregnant women often experience lower back pain. First, your growing belly shifts your center of gravity, placing greater stress on your hips and back. Because your center of gravity is pushed forward, your lumbar spine and pelvis are tilted to the front. Your pelvic area and back try to balance and support from behind, which can result in lower back pain.

Inujirushi's maternity belts are designed to reduce stress on your lower back by gently lifting and supporting your bump from below, without feeling overly tight. They're perfect for maintaining balance and stability.

Second, your body makes pregnancy hormones that relax joints in preparation for birth. These hormones loosen the hip and pelvic area, leading to lower back pain.

Our belt-type bands support the pelvis (the central point of the body) to relieve pubic and lower back pain caused by looseness in the pelvic area.



Maternity band

HB8055

M/L/LL/3L Pink

Inujirushi's maternity bands are designed to reduce stress on your lower back by gently lifting and supporting your bump from below, without feeling overly tight.

Pelvis belt

HB8149

M/L/LL Pink/Black



All you need during pregnancy and after delivery!

Comment from Dr. Nishikawa

"I recommend supporting the pelvis with a maternity belt to women who experience lower back or pelvic pain from sacroiliac joint dysfunction in early to late pregnancy. It's also great for women who are concerned about their physical strength or stamina. The pelvic area loosens and expands during pregnancy, and wearing a maternity belt right after delivery can help support muscles and ligaments."



Beautify your figure with our three-step postpartum shapewear

INUJIRUSHI'S THREE-STEP POSTPARTUM SHAPEWEAR

Our three-step postpartum shapewear helps with physical recovery and restoring your figure

*Three-step approach
to regaining your figure*

Many women want to regain their figure after pregnancy, which must be done gradually.

The uterus becomes roughly 20 times heavier during pregnancy (including the fetus and amniotic fluid), while the pelvis relaxes in preparation for delivery. Your posture and balance are negatively affected if your pelvis cannot fully support the weight of the uterus. In addition, the waist expands about 30 centimeters, muscles and ligaments are stretched out, and the body gains extra fat.

After your baby arrives, it takes time for your body to recover from these major changes. Your pelvis stays loose for around two weeks, and even after that, it's important to support the pelvis to help it gradually return to normal. The uterus continues contracting after delivery, by which it returns to its smaller size. These contractions occur frequently for about two weeks after giving birth. This is an important time in the postpartum period to stabilize the stomach and help with physical recovery so you can regain your pre-pregnancy figure. It takes from six to eight weeks for the uterus to return to its normal size, which means your stomach should shrink gradually as well.

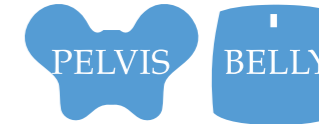
Inujirushi's three-step postpartum shapewear is designed to effectively restore your figure by helping your body recover, then shaping it gently and gradually.



STEP 1

Immediately after birth

Fully support the pelvis, which becomes loose during pregnancy and delivery



STEP 2

About two weeks after childbirth

Shape the stomach area after the uterus returns to its original location



STEP 3

About one month after childbirth

Shape the derrière after postnatal vaginal discharge has decreased



Wear continuously for one year

INUJIRUSHI'S THREE-STEP POSTPARTUM SHAPEWEAR

Beautify your figure

STEP 1

N3200R M/L/LL/3L Black/Pink



STEP 2

N3807RR 58/64/70/76/82 Mocha/Pink



STEP 3

G4508 M/L/LL Black/Beige



POSTPARTUM PRODUCTS

Wear a belt to protect and help the uterus recover during Step 1, starting right after delivery. We recommend purchasing one during pregnancy.

S3086 M-L/L-LL Pink



Quilted material with gentle cushioning protects your C-section incision

S3054 M/L/LL Black/Pink



Stabilizes the overall stomach area right after delivery, when the size and weight of your uterus change rapidly

SHAPEWEAR

You can wear our shapewear starting two weeks after delivery.

SH2515 M/L Black/Pink



Our shapewear is functional, comfortable innerwear that can be worn in any part of your daily life

SH2481 M/L Black+Navy



MATERNITY/POSTPARTUM INNERWEAR

We recommend a soft nursing bra for the hospital and at home, and also as a comfortable bra to wear during pregnancy, especially when you feel poorly or want to relax. Our bras fit gently and comfortably during morning sickness, so we recommend wearing one soon after your positive pregnancy test. Nursing bras are also convenient and comfortable at night and make great tops for nursing because they don't obstruct mammary gland development before and after delivery.

BR1265 Black/Pink



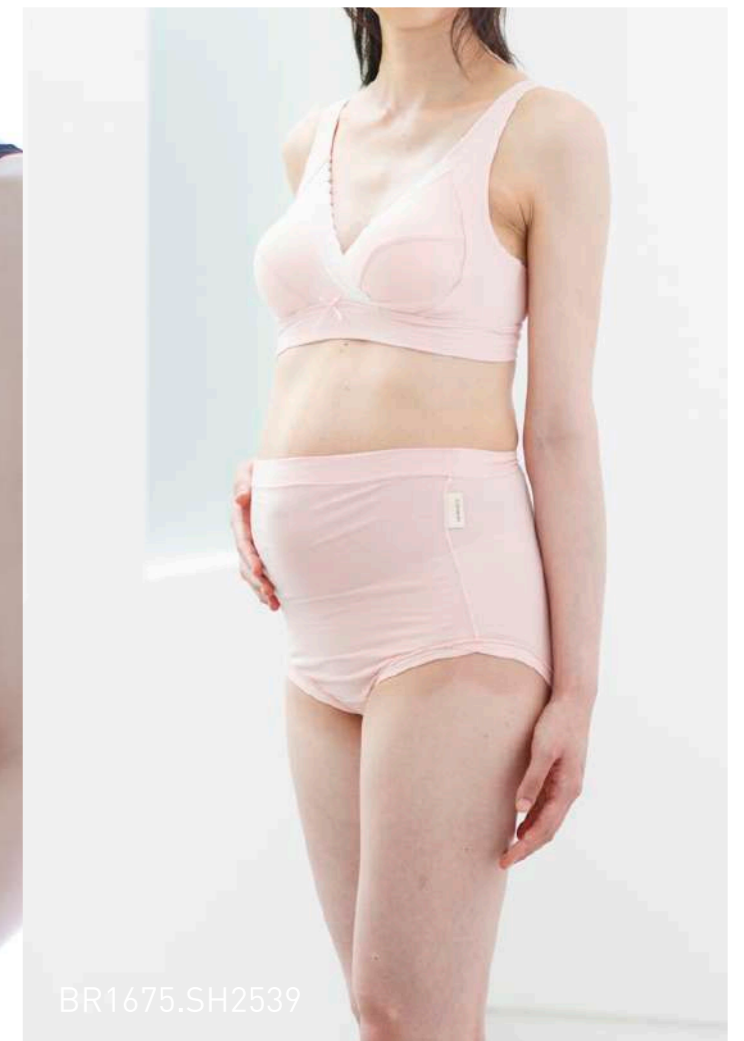
BR1675.SH2539.SH2540 Black/Pink



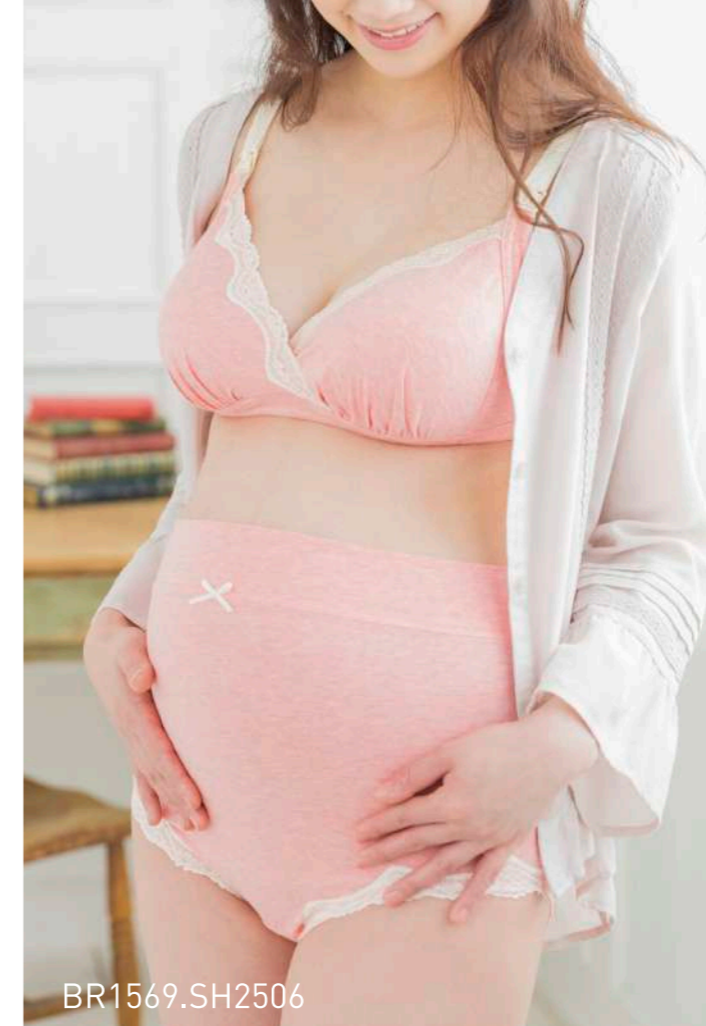
BR1569.SH2506 Black/Pink



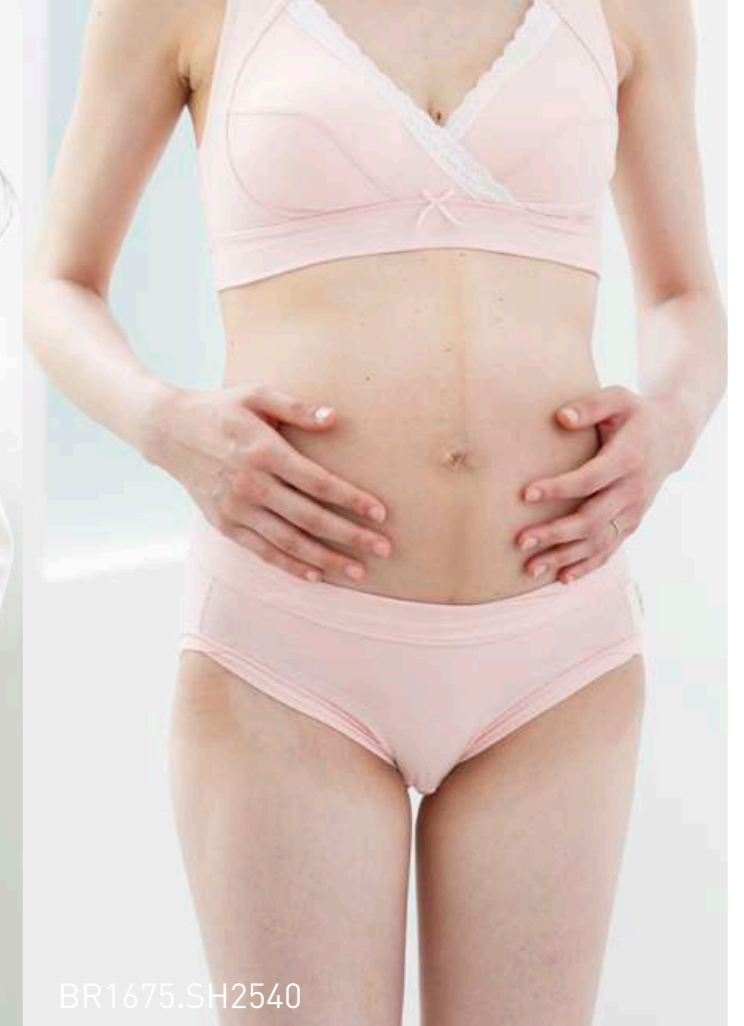
BR1265



BR1675.SH2539



BR1569.SH2506



BR1675.SH2540

OTHER

Stretch mark cream



CT018



CT028

The skin is made up of the epidermis, a fat layer, and muscles (from the top down). Skin expands and contracts, but the fat layer is not as stretchy. For this reason, the fat layer may not stretch enough during pregnancy, leading to marks on the surface of your stomach.

Cream can help prevent stretch marks starting around the fourth to fifth month of pregnancy, when your belly begins to grow.

Pregnant women also tend to have dry skin, which makes it harder for the epidermis to stretch. Apply this cream to moisturize and make skin more resilient in areas prone to stretch marks, such as the stomach, chest, and hips.

Nursing pads



P7935



Products for peace of mind,
even during your first pregnancy

A new baby is a brand-new future.
Our heartfelt wish is to help you welcome your healthy, happy baby.



Welcome your healthy, happy baby!