

# Press Release: Futamura Chemical Co., Ltd. Unveils NatureSphere™

## A Forest-Born Revolution in Ecosystem Preservation

Nagoya, Japan – Futamura Chemical Co., Ltd. introduces **NatureSphere™**, a 100% natural cellulose innovation designed to dissolve seamlessly back into Earth's ecosystems.

**NatureSphere™ replaces primary microplastics with forest-derived cellulose beads that biodegrade into Earth's ecosystems within weeks—no centuries-long pollution.**

Born from sustainably managed forests, these biodegradable beads offer industries and consumers a guilt-free alternative to plastic micro-beads. Unlike synthetic counterparts, *NatureSphere™* naturally breaks down into water, CO<sub>2</sub>, and biomass, whether in oceans, soil, or air, leaving no trace of microplastic pollution. This breakthrough aligns with global efforts to restore natural balance, addressing urgent concerns about biodiversity loss and marine degradation.

## Harmonizing Industry with Nature's Rhythms

*NatureSphere™* embodies a closed-loop philosophy, mirroring natural cycles of growth and decay. By sourcing wood pulp from certified forests, Futamura ensures minimal disruption to ecosystems while supporting reforestation. The production process, free of organic solvents, eliminates airborne toxins and water contamination, safeguarding habitats for plants and wildlife and turning daily routines like product manufacturing into acts of environmental stewardship. As industries face pressure to adopt circular models, *NatureSphere™* offers a scalable solution that prioritizes planetary health over extraction.

## Empowering Green Consumers in the Climate Era

With 93% of consumers now prioritizing sustainability, *NatureSphere™* meets demand for products that align with eco-values. Its rapid biodegradation supports urban green initiatives, such as reducing heat islands through natural cooling and improving waterway health by filtering toxins indirectly. Futamura's 70-year legacy in compostable materials, including *NatureFlex™* films, reinforces trust in its commitment to regenerative practices. "Every *NatureSphere™* bead is a pledge to future generations," said President Yasuo Nagae. By choosing this innovation, brands and consumers actively participate in changing the way we think about supply chains. As industries pivot toward circular economies, Futamura's innovation bridges ecological responsibility with cutting-edge functionality, offering brands a trusted solution to reduce microplastic pollution while positively impacting consumers and the world.

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