

**Contributing to Healthy Lifestyles for People with Salt Reduction  
BawAsin® from Ajinomoto Philippines Corporation**

This month, we would like to introduce BawAsin®, a salt reduction initiative of Ajinomoto Philippines Corporation (APC).

BawAsin® are APC's efforts to encourage consumers to reduce the amount of salt, which can be difficult for consumers to continue to do with everyday meals while maintaining flavor.

Excessive intake of sodium, which is found in salt, can cause high blood pressure and further increases the risk of developing complications such as heart disease, stroke, and kidney disease. Heart disease and stroke are among the top three causes of death in the Philippines.

APC understood the difficulties that consumers face in reducing salt in their daily lives. In response to this, APC started the BawAsin® initiative. Specifically, with the cooperation of nutrition and culinary experts, APC developed more than 100 BawAsin® recipes with reduced salt content by using *AJI-NO-MOTO*®, an umami seasoning, but maintained flavor, to meet the tastes and preferences of Filipinos, and conducted cooking demonstrations. We have also been actively disseminating information about BawAsin® activities through flyers, Tiktok, digital advertisements, etc., to let as many people as possible know about these activities.

See how APC is taking a new approach to solving social issues.

↓Please click on the image below to move to the video.



## Reference

Official BawAsin® site: <https://www.ajinomoto.com.ph/nutrition/delicious-salt-reduction-bawasin/>

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.” The Ajinomoto Group has offices in 34 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2023, sales were 1.4392 trillion yen (9.9 billion U.S. dollars). To learn more, visit [www.ajinomoto.com](http://www.ajinomoto.com).

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