

Suntory Wellness Launches VISTRA Sesamin Night Time in Thailand

**— The first jointly developed product with NBD,
featuring a blend of sesamin compounds —**



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Tokyo, JAPAN (May 16, 2025) –Suntory Wellness, a health and wellness business of Suntory Group based in Japan, today announced the launch of a new supplement called VISTRA Sesamin Night Time in Thailand as its first jointly developed product with NBD Healthcare Co., Ltd. (NBD). The supplement, which is available from today through selected e-commerce channels, pharmacies and drugstores, contains sesamin compounds that help improve sleep.

Suntory Wellness aims to create a society where everyone, regardless of age, can fully express their individuality and continue to experience the brilliance of life. The company provides health foods, cosmetics, and beauty products to over 2 million customers in Japan each year. Among these, the Sesamin series has been loved by many customers since its launch in 1993. Sesamin, a compound derived from sesame seeds, is a rare health ingredient that makes up less than 1% of each sesame seed and provides strength against oxidation. In 2023, Sesamin EX achieved the No.1^{*1} sales position in the Japanese sesame extract market.

Founded in 1999, NBD has established leading brands such as VISTRA in the supplement market and PROVAMED in the skincare market, focusing on Southeast Asia, particularly Thailand. Since the acquisition of NBD by Suntory Wellness in March 2024, the two companies have worked together and shared their management expertise to strengthen their organizational capabilities. The launch of VISTRA Sesamin Night Time will serve as a catalyst for further business expansion in Southeast Asia.

Leveraging its long-standing expertise in sesamin compounds, Suntory Wellness launched VISTRA Sesamin Night Time in Thailand as the first product jointly developed with NBD. VISTRA Sesamin Night Time addresses the growing need^{*2} for better sleep support among consumers facing high levels of stress, anxiety, and lifestyle imbalance. Designed as a non-habit-forming solution, the product aims to promote relaxation, enhance sleep quality, and reduce fatigue on the next day. This initiative reflects the company's commitment to preventive wellness and lifestyle health in response to the increasing demand for solutions that help restore balance in modern daily life.

VISTRA Sesamin Night Time is recommended for individuals in their 30s and 40s who experience problems with sleep quality and next-day fatigue. With just one capsule before bed, the sesamin compounds improve sleep quality^{*3} and L-theanine helps reduce morning fatigue. The packaging features illustrations inspired by night and day, resulting in a unique design created in collaboration with the graphic teams of Suntory Wellness and NBD. Available through selected e-commerce channels and stores such as pharmacies and drugstores, it is sold in a bottle of 30 capsules at a retail price of 890 baht.

^{*1} H • B Foods Marketing Handbook 2025 No.1 Functional-Oriented Food Edition (Fuji Keizai Co., Ltd.)

^{*2} 77% growth in sleep variant in 2024 compared to 2023 (NielsenIQ, Supplement Category, Thailand, Jan-Dec 2024)

^{*3} Includes aspects like falling asleep, depth of sleep, and waking up

About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196 (minus one-nine-six), The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.3 billion in 2024. Its 41,357 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit www.suntory.com and [Drink Smart](#).

