

Kusatsu Onsen Box Launches to Offer Access to Traditional 'Toji' Culture From Home

Discover the centuries-old art of hot spring therapy (Toji) with authentic bath essentials from Japan's most celebrated onsen.

YOKOHAMA, KANAGAWA, JAPAN, May 16, 2025 /EINPresswire.com/ -- New Wellness-Inspired Bath Kit Brings Centuries-Old Japanese Hot Spring Culture to Global Homes

[Kusatsu Onsen Box](#) Offers Access to Traditional "Toji" Culture from One of Japan's Most Historic Hot Springs

A new wellness-themed product, the Kusatsu [Onsen Box](#), is introducing global audiences to the traditional Japanese practice of Toji (hot spring therapy), with ingredients sourced from Kusatsu Onsen—one of Japan's most historic and culturally significant hot springs.

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Our mission is to let people around the world experience the healing power of Japan's legendary hot springs—starting with Kusatsu.”

*Shun Sakaki, Onsen
Sommelier and Founder of
Onsen Box*



Onsen Box – A curated Japanese wellness experience delivered to your home, featuring authentic hot spring bath additives, traditional aromas, local teas, and artisanal gifts from Japan's most iconic onsen towns.

Situated in Gunma Prefecture, Kusatsu Onsen has long been recognized for its mineral-rich, acidic spring waters. These waters have played a role in Toji, a practice in which people travel to hot spring towns to engage in multiple-day wellness retreats involving repeated bathing and rest. With the increasing global interest in natural wellness and self-care, the Kusatsu Onsen Box offers a way to explore this cultural tradition from home.

Understanding Toji: Japan's Hot Spring Healing Tradition
Toji (湯治), meaning “hot spring cure,” refers to a centuries-old practice in Japan of using hot spring bathing as part of

therapeutic retreats. Historically, visitors have traveled to onsen towns such as Kusatsu to stay for extended periods, seeking relief for conditions like fatigue and skin issues. In recent years,

the practice has attracted renewed interest among those looking for natural ways to support physical and mental health.

Contents of the Kusatsu Onsen Box

The Kusatsu Onsen Box includes curated items reflecting the traditions and natural ingredients of the region:

Onsen Bath Additives

Bathing powders made using water sourced from Kusatsu's natural hot springs. In select boxes, a rare mineral deposit known as Yufunaka, naturally formed in the spring water, may be included.

Hinoki Aromatherapy Items

Japanese cypress essential oil and a Hinoki wood diffuser, reflecting materials commonly used in Japanese temples and baths for their calming scent.

Regional Snacks

Isobe Senbei, a rice cracker traditionally associated with Kusatsu and made using local water, without synthetic additives.

Organic Mulberry Leaf Tea

A caffeine-free herbal tea made from mulberry leaves grown without pesticides, long used in Japan's agricultural regions.

Local Craft Items

Examples of local culture such as hand towels traditionally used in Kusatsu's public baths, and small craft goods highlighting the town's artisanal heritage.

Cultural and Historical Background

Kusatsu Onsen has been referenced in Japanese records since at least the 12th century. Known



A curated wellness experience featuring authentic bath additives, hinoki oil, and traditional Japanese gifts from Japan's most famous hot spring.



Organic Mulberry Leaf Tea from Kusatsu Onsen – a healthy, additive-free herbal tea rooted in Gunma's sericulture tradition

for having one of the highest natural flows of spring water in Japan, the area remains an important location in the country's wellness and tourism landscape. The spring's acidity and mineral content have made it a subject of interest in both traditional and modern health discussions.

Availability and Distribution

The Kusatsu Onsen Box is now available in limited quantities, with international shipping options included. Given the seasonal and regional nature of its components, availability may vary throughout the year.

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