Japan's KAI La grâce Launches Nine Aroma Bath Salts Inspired by Mie's Sea and the Kumano Kodo Pilgrimage Route

Rooted in the founder's family ties to Owase, Mie, the nine fragrances are sold via the brand's official online store; overseas inquiries welcome



KAI La grâce

FUNABASHI-SHI, CHIBA, JAPAN, September 14, 2026 / EINPresswire.com/ -- Sachitama Co., Ltd. (Head Office: Funabashi, Chiba, Japan; Representative Director: Yoshihiro Shoji) announced today that its new aroma bath salt brand, KAI La grâce, launched on Tuesday, August 25, 2026, and is now available through the brand's official online store:

https://sachitama.co.jp/kai/en/

Rooted in the founder's family connection to Owase City in Mie Prefecture, the brand draws inspiration from the natural beauty of the UNESCO World Heritage–listed Kumano Kodo pilgrimage routes and the coastline of Mie. Through the themes of “path, sea, and light,” KAI La grâce seeks to capture the essence of Mie in every grain of bath salt. Sachitama is introducing the brand through this press release to department store buyers, media representatives, and other contacts in the United States.

The Story Behind the Brand: A Name Woven from a Grandfather's Sea

The founder's grandfather was born in Owase City, Mie Prefecture. The scenery of the Owase coastline and the Kumano Kodo, together with family memories passed down through generations, became the inspiration for KAI La grâce.

The brand's flagship Mie Series consists of nine bath salt varieties, each inspired by landscapes, places, and memories associated with Mie Prefecture.

Several product names were developed collaboratively by the Sachitama team, drawing inspiration from locations and scenes throughout Mie, including the Isuzu River, the Sea of Pearls, Iga, the Iseji pilgrimage route, the Forest of Eternity, Uji Bridge, and the sound of the tide.

Miyama (Sea and Mountain) was named by a member of the product development team, while Ayanami (Patterned Waves) was named by the founder himself. Each name reflects the memories, imagery, and aspirations that shaped the development of the collection. The founder's maternal grandfather also founded a heritage handbag manufacturer with a history spanning approximately 75 years. A commitment to craftsmanship and attention to detail is a value that has been passed down through the family across generations and continues to influence Sachitama's approach to product development.

Product Overview

Brand: KAI La grâce
Product Line: Mie Series
Products: Aroma bath salts, 9 varieties
Net Weight: 410g
Price: ¥6,300 (tax included)
Sales Channel: D2C via Sachitama's official e-commerce site
Launch Date: Tuesday, August 25, 2026



Sea of Pearls



Kaizan

Sea of Pearls□A sweet, rich fragrance designed to evoke elegance and refinement. The Shima-

Toba area of Mie Prefecture is closely associated with Japan's cultured pearl industry. This scent was created to evoke the beauty and grace of a single pearl, nurtured by the blessings of the sea.

Kaizan (Sea and Mountain) □A deep, clear fragrance inspired by the rich natural landscape where Mie's mountains meet the sea.

Ayanami (Patterned Waves)□A refreshing fragrance in which bright citrus notes blend with calm, woody tones.The name evokes the layered patterns of waves that repeatedly wash along the Mie coastline. This bath salt is made using salt derived from deep ocean water sourced off the coast of Owase City, developed in collaboration with a specialist manufacturer.



Ayanami

The Mie Series — 9 Varieties

Isuzu River / Sea of Pearls / Kaizan (Sea and Mountain) / Iga no Sato / Iseji / Forest of Eternity / Ayanami (Patterned Waves) / Uji Bridge / Shiosai (Sound of the Tide). The nine varieties each feature a distinctive fragrance and color inspired by the sea, rivers, forests, and historic pilgrimage routes of Mie Prefecture.

Together, the collection expresses the diverse landscapes and atmosphere of Mie through fragrance, color, and the experience of bathing.

A Commitment to Regional Revitalization: From Mie to Japan, and Eventually to the World

Sachitama aims to develop KAI La grâce as a brand that contributes to the revitalization and promotion of Mie Prefecture.

By combining salt derived from the waters off Owase, the natural character of Mie, and storytelling inspired by the Kumano Kodo, the brand seeks to establish a strong connection with the region before expanding nationwide and, eventually, internationally.

KAI La grâce is not simply a bath product. It is an attempt to transform memories of place,

nature, and family into an everyday experience that can be shared beyond the region.

For Retailers, Distributors, and Media

With the autumn and winter gifting seasons approaching, Sachitama welcomes inquiries from retailers, distributors, and members of the media in the United States and other international markets interested in KAI La grâce as a gift brand rooted in regional storytelling and revitalization.

Product samples, high-resolution images, interviews, and additional materials are available upon request.

Please contact us using the information below.

Company Overview

Company Name: Sachitama Co., Ltd.
Representative: Yoshihiro Shoji, Representative Director
Head Office: 2-29-30-201 Honcho, Funabashi-shi, Chiba 273-0005, Japan
Founded: April 2026
Capital: ¥3,000,000
Business: Planning, manufacturing, and sale of the aroma bath salt brand “KAI La grâce”
Website: https://sachitama.co.jp/kai/

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