

ASEAN SEI-KATSU-SHA STUDIES 2020

The Rise of **CONSCIOUS ASEANs**

Why should you *CARE*?



Prologue

“Save the Earth” is an environmental battle cry that has been advocated for centuries. Yet at present, the fight to salvage our mother nature from destruction still rings true but falls short of people’s understanding. This slogan has already sounded generic, cliché, and jargon to many.

Thus, community-focused movements are needed to be made to continue changing people’s behavior. One of these is the ban on single-use plastics. A practice that citizens across the world have started to adopt as it was made into law by several cities, states, and countries like those within the European Union.

But reducing plastic waste is also a form of saving the Earth. So, what made all the difference? The answer lies in the consequence. The sooner people realize how an issue greatly affects their lives, the wider their openness to change will be. And today, this truth has given birth to a new mindset called “Conscious lifestyle.”

Conscious lifestyle is a lifestyle where an individual becomes more aware of the effects of his/her product consumption and usage. It creates a rippling effect on the market to use their purchasing power to create a positive impact on their community.

Here at HILL ASEAN, we have discovered that more people from the ASEAN region are practicing attitude and actions aligned with the Conscious lifestyle. The rise of these “Conscious ASEANS” will soon be influential enough to be labeled as a mere trendsetting movement but a globally sustainable way of life.

And in this day and age when a new wave of ASEANS care about the Conscious lifestyle, why should we care as well?

Introduction Conscious lifestyle as global trend

GLOBAL PLEDGE FOR CREATING A BETTER PLANET FOR FUTURE GENERATION

In 2015, all member states of the United Nations unanimously voted to adopt the Sustainable Development Goals (SDGs) as a universal call for action to end poverty, protect the planet, and ensure that people from all over the globe enjoy peace and prosperity by 2030.

There are a total of 17 integrated SDGs. The UN believes that a developmental action in one goal will affect the outcomes of the others. Therefore, every action must promote environmental stability and socio-economic equality.

Achieving the SDGs requires a harmonious partnership between governments, private sectors, civil societies, and private citizens alike. The success of the 17 SDGs will give our future generations a better chance at life on the only planet where we can live.

SUSTAINABLE DEVELOPMENT GOALS



“Conscious consumer” is listed among the Top 10 Global Trends

What is a Conscious consumer?



“People who want to positively contribute to environmental and social causes when making purchase decisions and brand selection.”


“We want to create a positive impact on our world.”
“We want to be thoughtful about making a change.”

Those were the two greatest motivations captured by Euromonitor in describing consumer trends in 2019*. For this reason, it is not surprising that “Conscious consumer” is listed among the Top 10 Global Trends that are expected to gain traction in the following years.


Conscious consumers are the mindful market. They decidedly seek out new ways to make positive decisions when buying and actively search for a solution to the negative effects of consumerism on the world. This respectful and compassionate approach to consumption is considerate of other human beings, animals, and the environment.

Source:Euromonitor, “Top 10 global consumer trends in 2019”

The rise of ASEAN Conscious action




ASSOCIATION OF SOUTHEAST ASIAN NATIONS




At the 34th ASEAN Summit held in June 2019, the 10 member states of ASEAN have pledged to adopt “The Bangkok Declaration on Combating Marine Debris in the ASEAN Region”. This act was done as an effort to eliminate marine plastic debris which has a widespread impact on people’s health and hygiene, as well as on marine life and resources.

Source: <https://asean.org/bangkok-declaration-combating-marine-debris-asean-region/>




THAILAND

“43 retailers and convenience stores have pledged to stop giving plastic bags to customers from 2020.”



Malaysia

“One of the country’s most prominent banks has a product that encourages green companies to expand and thrive through loans and financing.”



Philippines

“Major local corporates have been launching sustainability programs in partnership with government agencies.”

More than 50% of ASEAN people are practicing Conscious actions

ASEAN Total (N=3900)		%
1	Try to use public transportation instead of driving my own car or motorcycle	58
2	Choose locally-made over mass produced products	53
3	Take my own reusable shopping bags	52
4	Thoroughly separate garbage before disposal	51
5	Take my own water bottle instead of using plastic cups	50

Source:HILL ASEAN Quantitative study (2019)

The BIG QUESTION:

Do ASEAN people share the same stereotype of conventional Conscious lifestyle?

Conventional Conscious lifestyle

PLANET is the main focus

Take serious and extreme measures
i.e. protest squads, boycott brands

Minimalism living

Zero-waste, NO-BUY lifestyle

VS

ASEAN Conscious lifestyle

?

No, we don't. ASEANs have a unique way of adopting Conscious lifestyle. One thing that made us stand out is that we do it more lightheartedly. Although we also take this matter seriously, we tend to inject a "fun" element into the process of Conscious lifestyle.

Take this man as an example:

Mr. Pop has started a Conscious movement in Thailand. For him, doing good deeds can become boring for most volunteers so he adds in his own twist to a simple activity like picking up trash. It may sound like an uninspiring act, but when you do it while paddleboarding or diving under the sea, it can be so much fun! The idea behind his group name "Bad Attitude" was also to draw instant attention from the society.



Who are these people? What are their motivations behind these acts? What is their lifestyle like?

This studies summarizes our findings as well as provides marketing recommendation about the Conscious lifestyle and consumption for ASEAN people today.

"Good things are boring."

Pop P-style, founder of Bad attitude (Thailand)

Our research method

To deep dive into the ASEAN Conscious consumer movement, we have conducted three kinds of extensive researches:

Quantitative study

Method: Online survey (4,500 samples)
Target: Male and Female aged 20-49
SES A-C
Areas covered: Thailand, Malaysia, Indonesia, Vietnam, Singapore, Philippines, Japan
Sample size: *Thailand: 900 samples
*Other: 600 samples each
Survey period: August to September 2019

Qualitative study

Method: Home visit (24 samples)
Target: SES A-C
Areas covered: Thailand, Malaysia, Indonesia, Vietnam, Singapore, Philippines
Sample size: 4 people per county
Survey period: August to September 2019

KOL interview

Target: Key Opinion Leaders (12 samples)
Areas covered: Thailand, Malaysia, Indonesia, Vietnam, Singapore, Philippines
Sample size: 2 KOLs per country
Survey period: August to September 2019

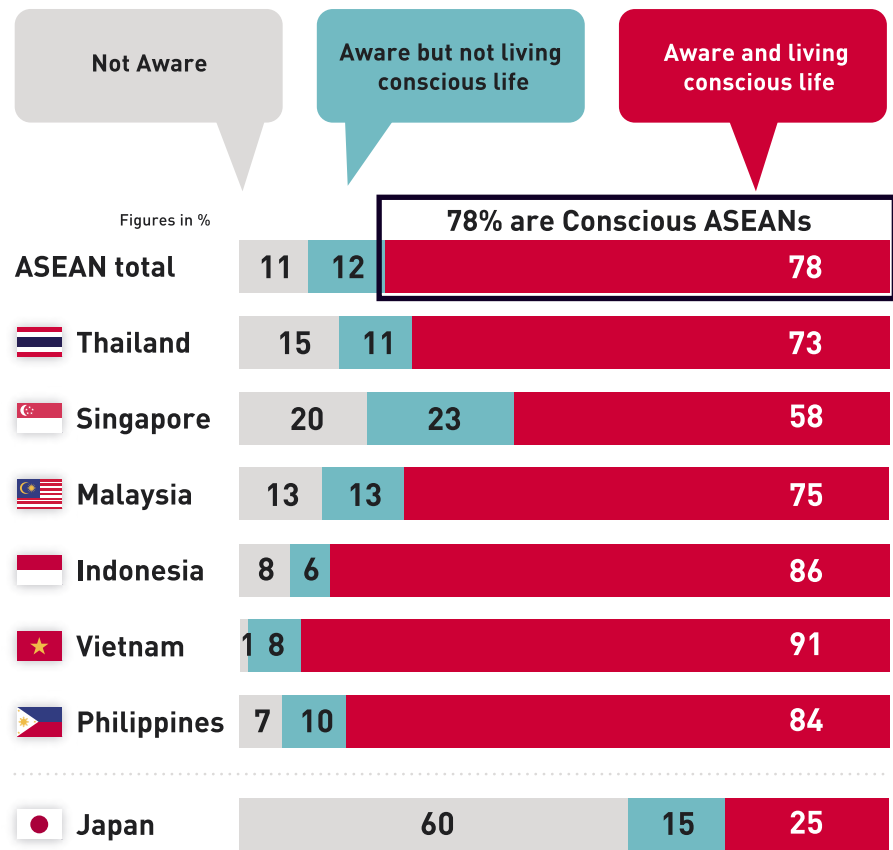
CONSCIOUS ASEANS WHO THEY ARE

Conscious lifestyle awareness and actual action

78%
of ASEAN people are aware of, and living a Conscious lifestyle

You might ask, "But how many ASEANS are aware of and taking action on Conscious lifestyle? The truth is that the majority of ASEANS are aware, as around 90% of them are familiar with the term "Conscious lifestyle" and 80% claim that they are living by it.

“What is your stance on Conscious lifestyle?”

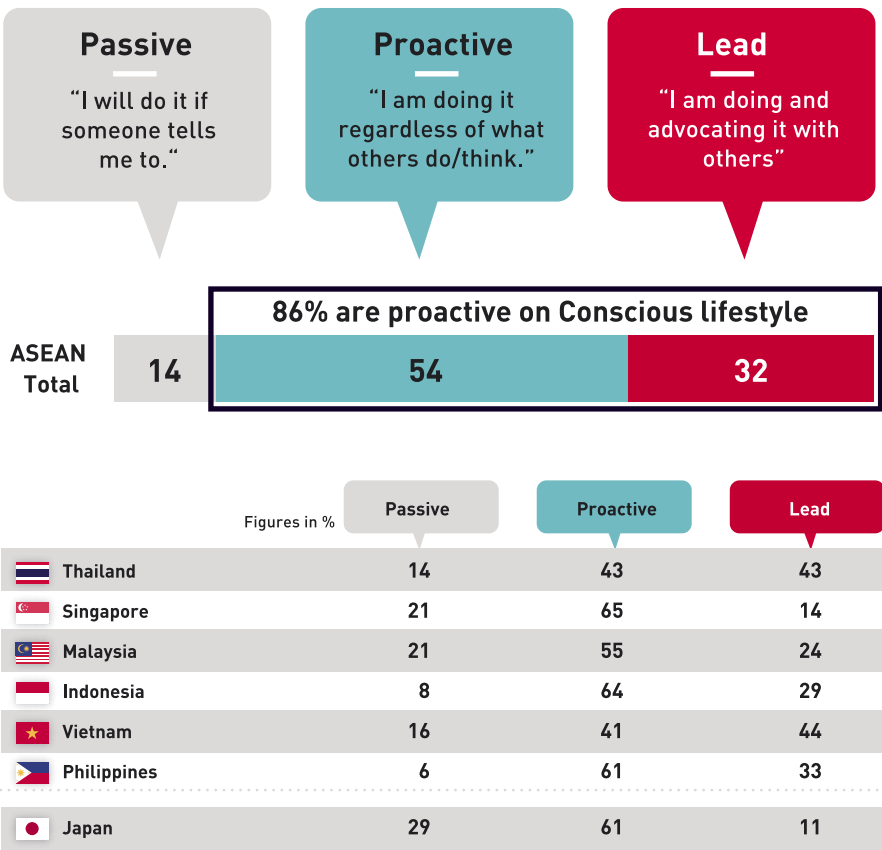


Conscious action level

86%
are proactively taking Conscious actions

We divided the actions of those who are living the Conscious lifestyle into three levels: Passive, Proactive, and Lead. Notice that the majority of them are willingly taking Conscious actions and approximately 30% inspire others to do the same.

How do you describes your attitude in terms of Conscious lifestyle?

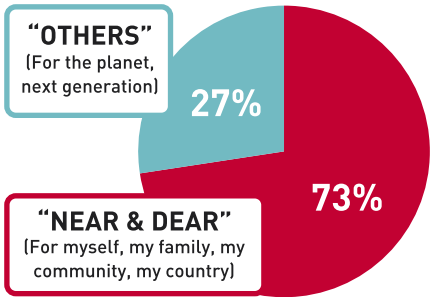


*Base: "Conscious ASEANS" from page 8 (Respondents who answered "I'm aware and living a conscious life")

WHY did they start to live a Conscious lifestyle?

“NEAR & DEAR”

ASEANs don't just hear about the problem, they are living it. So rather than worrying about the "world" or "them" (others), the ASEAN context of consciousness has more to do with "us" (my community) and "myself" (me and my family).



*Base: Conscious ASEANs

“Why are you taking Conscious actions?”

Figure in %	“NEAR & DEAR”	“OTHERS”
Thailand	67	33
Singapore	78	22
Malaysia	68	32
Indonesia	72	28
Vietnam	81	19
Philippines	70	30
<hr/>		
Japan	76	24

“I think Conscious lifestyle will become a big trend in my country in the near future”
77%
(ASEAN Total)

“I’m interested in conscious-related issues in my country”
85%
(ASEAN Total)

*Base: Conscious ASEANs

Life crisis



“After a disastrous flood, my house and all my furniture were covered with black stains from the water which was impossible to remove. I could not live with the idea that I was one of the contributors to the polluted water. My Conscious Living journey started from there.” (Thailand, 36 y/o)



“After a miscarriage, my husband and I were left with an empty bank account due to medical bills. We decided to do a NO-BUY year in an attempt to save money as fast as possible. Little did I know that our decision would continue to revolutionize the way we live forever—not only financially, but in every aspect of life.” (Philippines, 33 y/o)

Purpose / Meaning of life



“I’ve always wondered if there was more to life than my comfortable lifestyle. So, I took a month off from my well-paying job to teach music to mountain kids. For the first time, I’ve realized that my actions could make a difference in other people’s lives.” (Thailand, 28 y/o)



“A psychology degree from Australia followed by a high-profile job in the leading energy corporation but still, I was unhappy. During a rejuvenating vacation, I stumbled upon a small village far from Jakarta that was incredibly self-sustaining and respectful to nature too. That was when I thought to myself, If they could do it, why can’t I?” (Indonesia, 31 y/o)

Guilt towards the less privileged



“One day during my university years, I saw a group of refugees camping on our campus. I talked to them and they were nice people. After the encounter, I couldn’t shake this guilt and frustration off. Like them, I’m also a Filipino but why am I not aware of their existence and struggle?” (Philippines, 23 y/o)



“I didn’t know that there was a slum behind the walls of my international school until we had to do a “volunteer act” to get credits for my class. I’ve realized then, that I was living my life in a bubble—totally ignorant of the outside world where help and attention were very much needed.” (Indonesia, 26 y/o)

Struggle of the people in my community



“In English, “A” is the first letter of the alphabet and it usually stands for Apple. Due to its high price in the Philippines, many kids grew up hearing about it but never got the chance to eat one. This became the symbol of my program where we give apples as well as education and healthcare to school kids in less-privileged areas.” (AJ Garcia, KOL, Philippines)



“My uncle took me to a poor village when I was 22 years old. I felt that the children needed a better environment to live in. That is why I volunteered to help the children in that area be equipped to earn enough money to live.” (Vietnam, 28 y/o)

HOW do they practice Conscious lifestyle?

“GOOD VIBES ONLY”



The generally **happy-go-lucky ASEANs** prefer to take it easy and never take it to the extreme. They **respect** others' opinions, so they tend to communicate with **positivity**. They are not ones to put too much pressure on themselves and make sure to leave room for their **comfort**.

Thanks to that, Conscious practice can easily be incorporated in their lifestyle and **continue in the long run**.

Maintaining the balance between Conscious and comfort



“If I force myself too hard, I will not be able to continue it for the long term. So, I take actions just as much as I can.” (Singapore, 32 y/o)

“For me, being 100% conscious means that I will have to trade in my comfort. So, I think my conscious level is 7/10. I prefer to keep it that way.” (Singapore, 45 y/o)



Share opinion and take action with positivity and respect



“I never boycott a brand. I rather put more focus on supporting and buying brands with good CL practice.” (Vietnam, 28 y/o)

“I like to share positive news on social networking sites and make people feel good, rather than sharing something negative and cause anger.” (Malaysia, 38 y/o)



“To make social problem a personal problem, we should be careful on how to communicate. It should be fun, creative, and reliable so that people will consider it cool to join.” (Cindy Bishop, Thai KOL)

Started the campaign **#DontTellMeHowToDress** focusing on the harassment towards women.

WHAT they do to spread the message about Conscious lifestyle

#InstaGOOD



Among the unique traits of ASEANs are being **fun-loving**, having a **cheerful spirit**, and love for **sharing on social media**.

While some take actions in hopes of getting a more straightforward outcome such as achieving better health or financial stability, many of the Conscious ASEANs practice this lifestyle because it's simply **enjoyable and insta-worthy**.

Doin' good for the sake of social media



“I've reinvented my IG as the king of **#SavetheTurtles** and persuaded my friends to take actions with funny IG stories and post.” (Malaysia, 33 y/o)



“I use bamboo straw which I've received as a Christmas present from a friend. It's eco-friendly and fashionable too.” (Singapore, 32 y/o)



“I always post a photo on social networking sites upon a visit to a refillable store not just to promote this lifestyle but also because it's aesthetically pleasing.” (Thailand, 28 y/o)



“I love joining Conscious activities with an adventurous twist! It's fun and picture perfect.” (Thailand, 38 y/o)

Encourage participation with fresh gimmicks

“The key to the success of my activities definitely has to do with the fun factor. Participants keep bringing their friends and they always come back for more!” (Thai KOL: Pop P-style, 37 y/o)



Founder of “Bad Attitude” group, combining Conscious activity and extreme sport to attract more participants from different walks of lives.

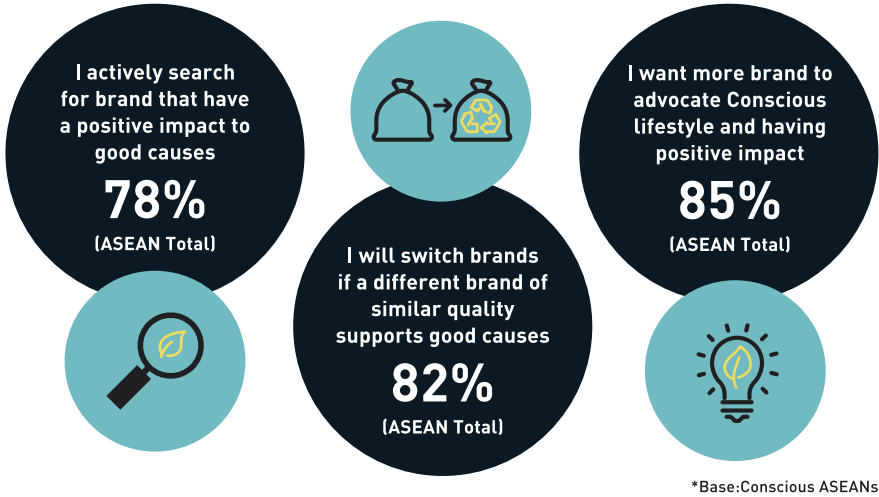


“Star of hope”, an original idea of folding plastic straws into a star and collect them instead of disposal, then share this trick with friends on SNS.

HOW they choose a brand:

“Supports good causes” is one of the most important criteria in choosing a brand

The consumption style of ASEANs is getting more conscious too. They proactively seek brands that contribute to a positive impact. 80% of them even claim that they are willing to switch to a more Conscious product.



“What points do you consider when choosing brand?”

“Environmental impact” is the 3rd rank

ASEAN Total(%)	Function	Price	Environmental impact	Design	Brand image	Brand/Corporate objectives	Social responsibility (CSR)	Newness	None applies
Household Product	56	46	38	33	26	21	20	18	1
Food/Beverage	30	68	38	12	28	18	21	15	2
Skincare/Personal Care/Cosmetics	46	46	39	20	37	26	22	19	2
Automobile	43	50	40	38	33	24	22	25	2
Electric Appliance	53	49	36	35	36	24	20	24	1

*Base:Conscious ASEANs

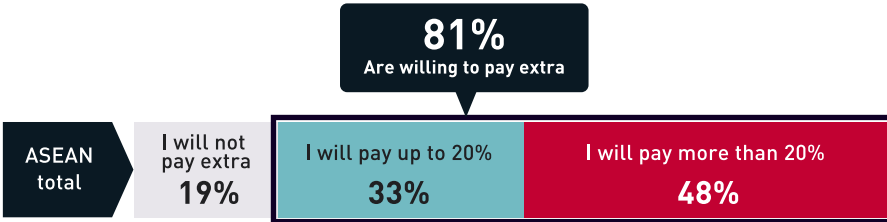
Willingness to pay extra for Conscious brands

Conscious ASEANs recognize the value of Conscious products and are ready to pay for it.

As they see brand consciousness as a very important factor in buying, they are willing to pay a premium value for any Conscious brand. Almost half of them are willing to pay more than 20%.



“How much more are you willing to pay a premium to purchase Conscious lifestyle products?”



*Total includes: Food & Beverage, House hold, Skincare/Personal care/Cosmetics, Automobile, Electric Appliance

Figures in %

	I will not pay extra	Up to 20%	more than 20%
Thailand	16	31	53
Singapore	23	32	45
Malaysia	19	30	52
Indonesia	26	31	43
Vietnam	16	36	48
Phillipines	16	35	49
Japan	23	33	44

*Base:Conscious ASEANs

Purchase journey and brand criteria

Our studies show that majority of ASEAN consumers today look for meaning behind their purchases. They learn about brand's Conscious actions through their favorite KOLs. Following this mindset, they are very keen on learning about brands they are buying from, and finding out if brands are sincere and taking continuous actions. Their willingness to pay more for Conscious products is evident, given that the "look" of the product must be attractive and appropriate for their social media platforms.



Awareness/Interest !

Choose not brand but Conscious issue

Post from KOL help me decide what to purchase

Search/Compare 🔍

Check purpose or campaign

Action 🛒

+20% is OK for me

Not just Conscious, but also good design

Share/Endorse 🔄

"InstaGOOD" is mandatory

"Boycott" to support

"I do not choose products by brand, but whether or not it aligns with my Conscious lifestyle." (Thailand)

"Even if I don't know the brand, if my KOL recommends it, I will buy it." (Indonesia)

"It doesn't matter whether it's a global or local brand, if they are contributing to some kind of Conscious action, I will consider buying it." (Vietnam)

"My parents' generation may have easily believed when companies do the "Greenwash" claim, but my generation will not be fooled by that." (Thailand)

"Most companies just roll out a one-time campaign, whereas Conscious lifestyle must be long-term and consistent." (Philippines)

"Companies only think about their sales, so they might be afraid to offer Conscious products. However, with sensible explanation, I will buy it even if the price is higher." (Philippines)

"No matter how conscious the product is, I will not buy it if it doesn't look fashionable. Good design is a total must." (Vietnam)

"An IG profile full of luxury things is a thing of the past. Now, you can appear to be stylish and sophisticated by doing good actions or promote Conscious lifestyle." (Thailand)

"Boycotting a brand is an extreme act. I would rather do a positive action: show support and recommend good Conscious products to my family and friends or post them on social media so everyone can see them." (Malaysia)

Introducing

ASEAN's up and
rising consumer segment

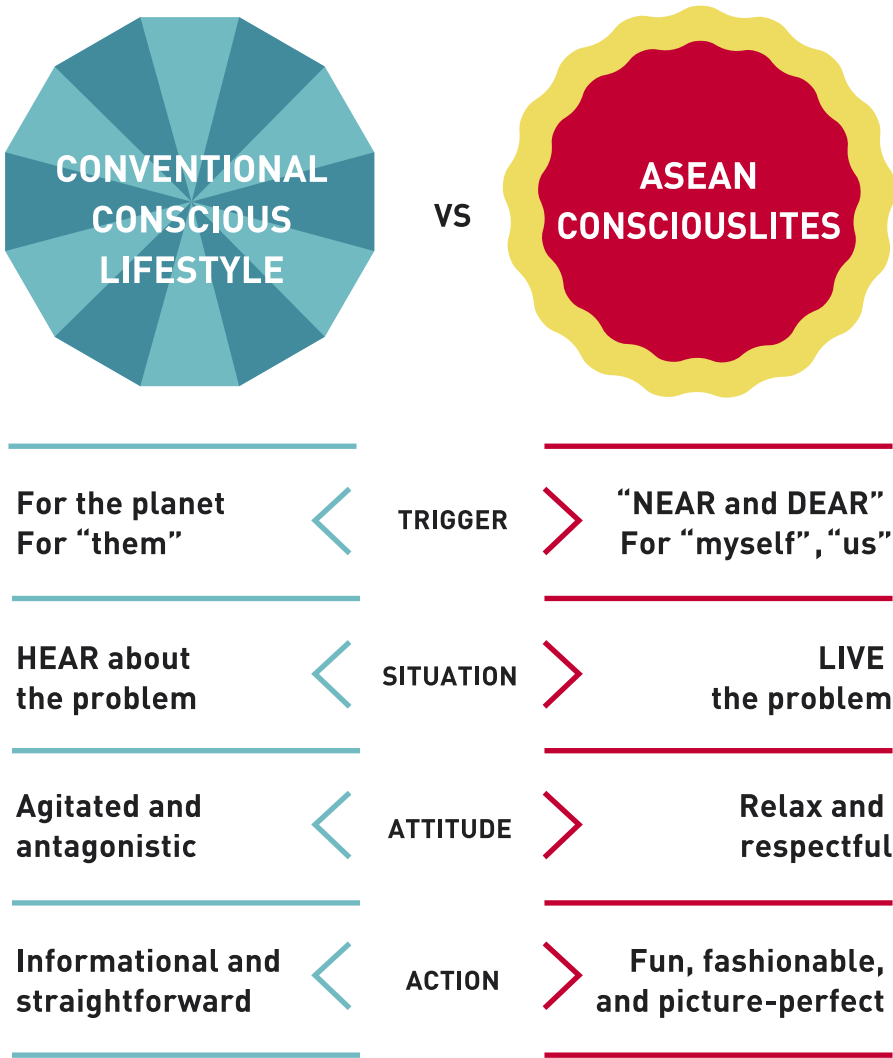
THE CONSCIOUSLITES

“ASEAN individuals who consider the positive impact of their daily life actions and brand selections. With their easygoing and supportive spirit, they do not view themselves as activists, but rather a person maintaining the balance between Conscious and Comfort. They are continuously finding enjoyable ways to spread the Conscious message, with consideration and respect towards others.”



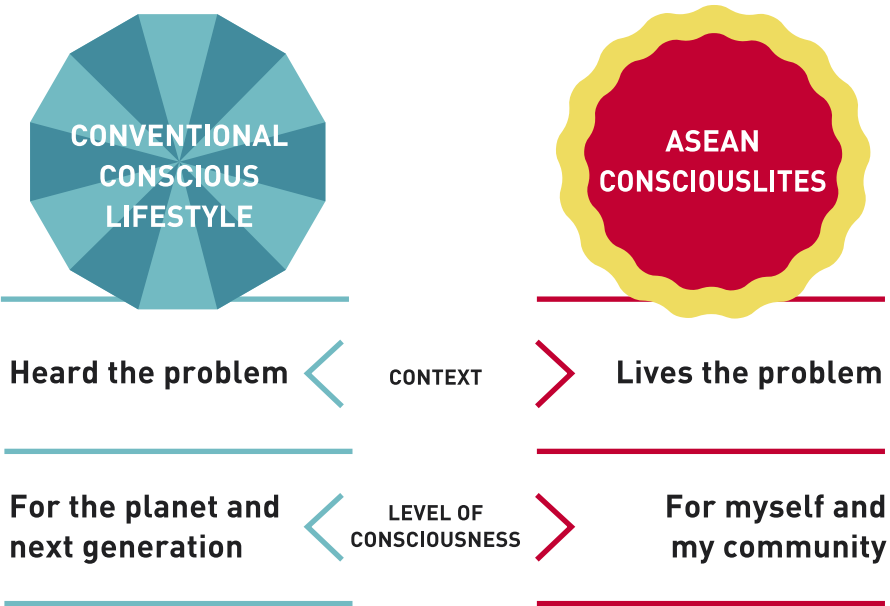
UNIQUENESS OF

ASEAN CONSCIOUSLITES



SAME GOALS BUT WORLDS APART

Understanding the differences in Conscious living behaviors.



The conventional and ASEAN perspectives toward Conscious lifestyle come from two different places. Whereas conventional conscious people are aware of most societal and environmental problems, they are less likely to experience it first hand. This is very much unlike the ASEAN Consciouslites who mostly live in developing countries and get to experience the effects of these problems in their daily lives.

This results in a more community-driven motivation and actions that are geared toward practicality and tangible improvements in their lives and the lives of their communities.

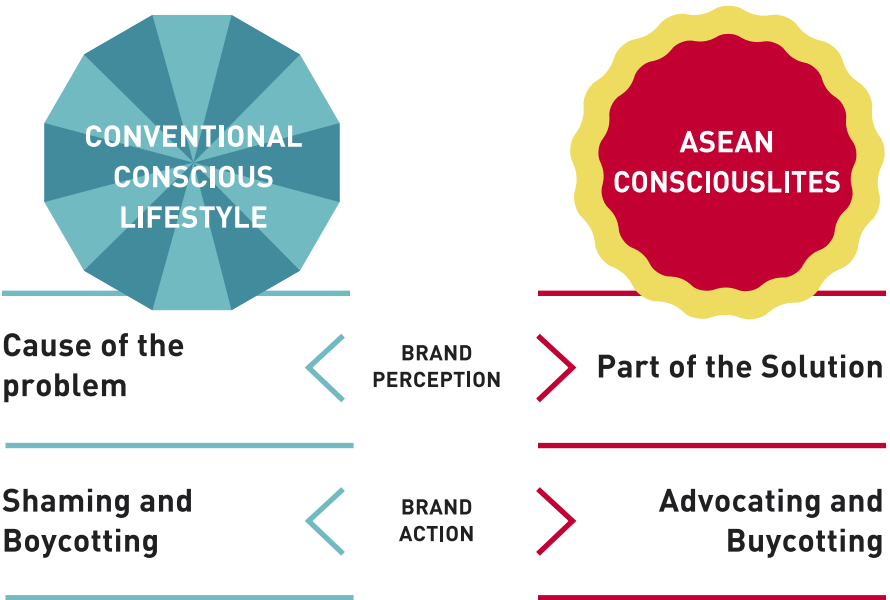


For the ASEAN Consciouslites, community benefit and practicality define their Conscious living behaviors.

BRANDS: A NEW ALLY IN CONSCIOUS LIFESTYLE

The role of brands as defined by ASEAN Conscious lifestyle.

The predominantly conventional perspective on consciousness tends to be more antagonistic towards brands and corporations as they heavily blame these entities. The antagonistic mentality of "cancel culture" promotes and encourages boycotts and shaming of brands perceived to be contributors to the problems.



This is the exact opposite of the ASEAN perspective where people see brands and companies as allies and collaborators in solving these problems. ASEANs are also more welcoming to ideas and solutions from businesses that address the problems.

BOYCOTT



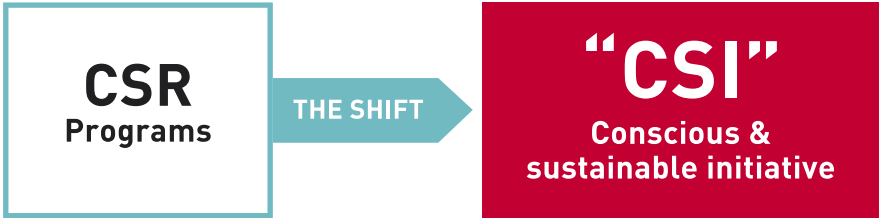
An act of supporting the brand value and/or its initiatives by purchasing their products and actively encouraging other people to do the same.

SUSTAINABILITY AS AN ADVANTAGE

Shifting from just doing CSR

Clearly, the ASEAN *sei-katsu-sha* has focused on supporting more brands and companies who champion Conscious issues, and while they do not expect the brands to single-handedly solve these issues, the fact that they are seen trying their best to make an impact is greatly appreciated.

This presents a huge opportunity for brands present in the ASEAN region to be loved and supported by audiences and communities because of their Conscious efforts.



The shift from CSR Programs to CSI: Conscious & Sustainable Initiative is not only more impactful to the Conscious issues that the brand chooses to be involved in, but it is also more appreciated by the brands' consumers. Brands have the opportunity to use CSI as a competitive advantage and as a means to develop meaningful relationships with its various stakeholders.

CSR Programs		CSI
Annual	INVOLVEMENT	Continuous
Program-based	ACTION	Embedded in every process
Outside the company	SCOPE	Inside and Outside

HOW BRANDS SHOULD CARE?

Marketing implications for the Conscious brand

BRAND CAUSE



IDENTIFY THE RIGHT ISSUE: Not all brands can and should talk about all the issues that exist. Brands should carefully and thoughtfully identify a single issue or value that they want to stand for and focus on this consistently and intensively.

STAND UP TO STAND OUT: Brands are expected to stand for something bigger than what they sell. This can turn into consumer belief and help brands connect with them on a deeper level.

BRAND EXPRESSIONS



GREENOVATIVE ACTION: It will be wise for brands to nudge people into Conscious lifestyle through programs such as gamification that incentivizes purchase or participation which not only improves the people's experiences but actually make the brand better.

MAKE IT FUN AND INSPIRING: The ASEAN Consciouslites is more appreciated when consciousness is discussed positively. Communication about conscious issues must be fun and entertaining.

BRAND COLLABORATION



PARTNERING WITH STAKEHOLDERS: KOLs and community leaders are seen as reliable and key voices that need to be supported. Partnering with the right KOL or community leader can make brands more appreciated and advocated for.

EMPOWERING COMMUNITIES: Empowering the communities and their leaders by amplifying their voices and giving them tools to practice their advocacies is the right approach in branded collaborations.

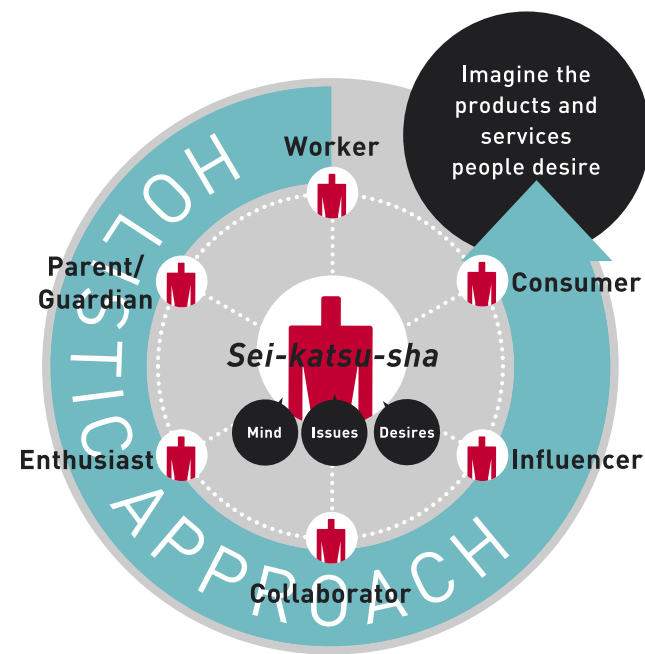
What is Hakuhood Institute of Life and Living ASEAN?

A think tank dedicated to studying *sei-katsu-sha*.

Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN) was established in 2014 as the Hakuhodo Group's think tank in the ASEAN region.

By studying the new lifestyles of *sei-katsu-sha*—our term for the holistic person—emerging in this region and sharing marketing ideas about them, we hope to help companies with their marketing efforts in ASEAN countries.

Hakuhodo's *Sei-katsu-sha* Insight philosophy



At Hakuhodo, we describe people not simply as “consumers” but as *sei-katsu-sha*—fully rounded individuals with their own lifestyles, aspirations, and dreams.

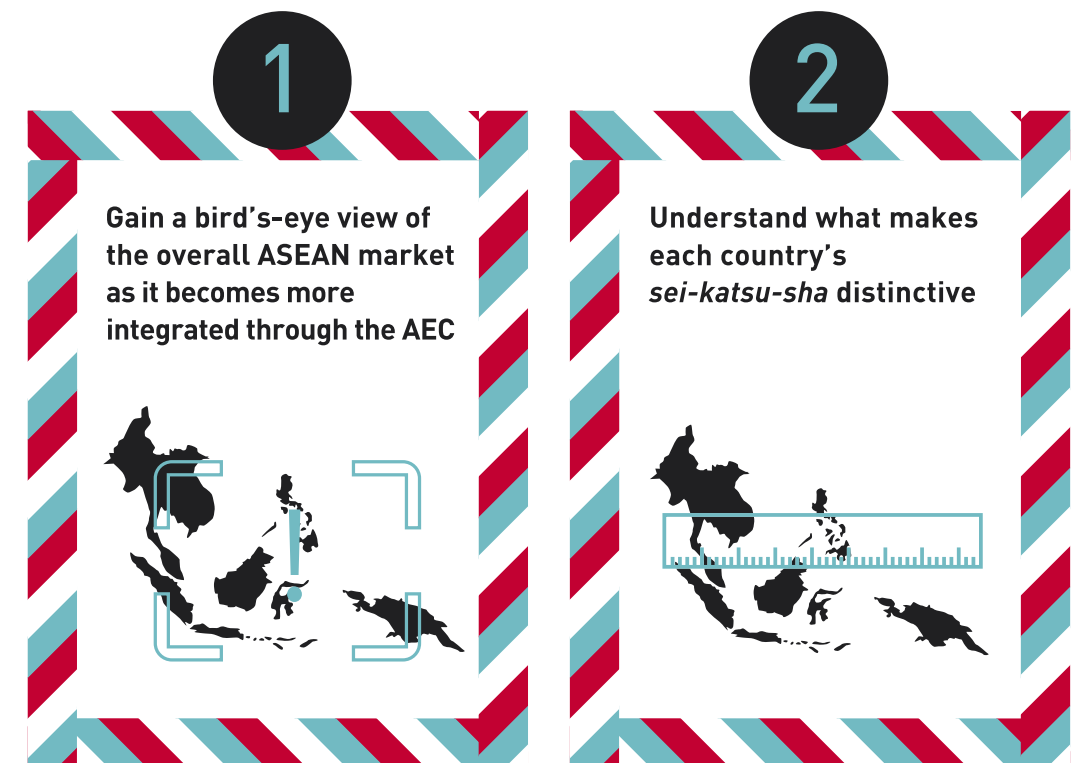
“Consumer” is a producer-centric term that refers only to one facet of people's lives. Human beings don't exist solely to consume. They do much more than just shop. They are workers, residents, citizens, somebody's son or daughter, and perhaps also a parent. At Hakuhodo, we use the term *sei-katsu-sha* to go beyond the consumer to understand the whole person and develop marketing approaches based on their true desires.

Why study ASEAN *sei-katsu-sha*?

The formation of the AEC (ASEAN Economic Community) has given further impetus to the flow of people and goods within the region and heightened interest in ASEAN as one big market.

ASEAN is a patchwork of countries that differ in language, religion, and cultural background. However, identifying commonalities among ASEAN *sei-katsu-sha* that transcend these differences makes it possible for us to gain a bird's eye view of the entire ASEAN market.

Determining what ASEAN *sei-katsu-sha* have in common also serves as a useful yardstick for understanding how each country differs.



Epilogue

Now, you know why you should care about the uprising lifestyle of Conscious lifestyle.

The ASEAN society takes action on Conscious lifestyle not only because they think it is right, but also because they are experiencing its consequences. We are on the receiving end of poor air and water quality. One of its main causes is plastic pollution in both our land and sea. Considering the level of urgency, ASEAN should be at the forefront of saving the Earth.

However, it is not ASEAN if it's not supportive and easygoing! "Good vibes only" is the motto of promoting Conscious lifestyle in the ASEAN society. This is because ASEANS value harmony and the reason for doing Conscious lifestyle is something NEAR and DEAR to them.

A positive image on social media is another important factor in ASEAN Conscious lifestyle. It will be hard for anyone to find an antagonistic or activist ASEAN post. Instead, an ASEAN's Conscious lifestyle on social media consists of lighthearted content and insta-worthy photos.

So, forget the stereotypes of the exclusive and conventional "Save the Earth" movement and embrace the new and rising segment of fun and respectful ASEAN CONSCIOUSLITES.

Because one thing is for sure, these ASEAN CONSCIOUSLITES is not just a seasonal trend but a way of life that will stay longer than you think.

Moving forward, are you ready to join the ASEAN CONSCIOUSLITES in transforming your brand?

Survey work, research and presentation	
Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN)	
Goro Hokari	
Farhana E. Devi Attamimi (Indonesia)	
Yuko Ito	
Yusuke Miyabe	
Prompt Supataravanich (Thailand)	
Tomoka Takada	
Emmanuel James G. Mangahas (Vietnam)	
Thanh Do Nguyen (Vietnam)	
Jade Ilagan (Philippines)	
Leocelyn Amarille (Philippines)	
Kumiko Horiba (Singapore)	
Ma Li (Singapore)	
Eka Harithsyah (Indonesia)	
Faten Hana Rosli (Malaysia)	
Chutima Wiriyamahakul (Thailand)	
Nattakarn Wattanamongkolsil (Thailand)	
Anunpapa Siriwan (Thailand)	
Wannarat Wisawasukmongchol (Thailand)	
Krittamate Wuthimatheekul (Thailand)	
Patchama Lertlunjakorn (Thailand)	
Pimpich Teerapittayanon (Thailand)	
Arunrote Laocharoenwong (Thailand)	
Takamichi Nihei (Thailand)	
Hakuhodo Institute of Life and Living (Tokyo)	
Tatsushi Shimamoto	
Shuzo Ishidera	
Akemi Natsuyama	
Hiroshi Hori	
Masahiro Mitsuya	
Event/Design	
HAKUHODO PRODUCT'S Inc.	
Izumi Yokoyama	
PRODUCTS BANGKOK Co., Ltd.	
Hiroyuki Takahashi	
Thanapit Thienjirand	
Eakkasit Wattana-Ungkoon	
Musubi Co., Ltd.	
Masafumi Mizutori	
Research	
Feifei Suo	
Overall supervision	
Hakuhodo International Thailand Co., Ltd.	
Masato Saito	

HAKUHODO Institute of Life & Living ASEAN



www.hillasean.com

•HAKUHODO•



Saving the environment by printing on Green Series Paper

Reduce using
25 Trees

Carbon Dioxide
uptake 2.05 Tons

Water saving
5,792 Liters

Steam saving
0.80 Tons

Power saving
133 Kilowatt-Hour

PRINTED WITH
SOY INK