

SHOYEIDO

Since our establishment in the early 18th century, Shoyeido has worked diligently to perfect the art of manufacturing Japanese incense, also known as "Koh".

We offer a wide variety of unique and hand-blended scents for every occasion.

Our slogan, "Life with Fragrance" is meant to convey how incense can be a companion to the many activities in our day-to-day live. Our products are made mainly from natural ingredients. We believe it is not only our responsibility to appreciate and protect these generous gifts of nature, but also to preserve the traditions of incense blending that have been passed down from generation to generation.





GIFT OF NATURE

Natural ingredients such as agarwood, sandalwood, cinnamon, clove, star anise — to name a few — are not indigenous to Japan. We work closely with many countries to gather these items and to protect the ecological integrity of all natural components in our incense recipes.

We believe it is not only our responsibility to appreciate and protect these generous gifts of nature, but also to preserve the traditions of incense blending that have been passed down from generation to generation.

Shoyeido products are produced with the greatest care so our customers can enjoy the highest quality of incense.



TEN VIRTUES OF KOH

It brings communication with the transcendent.

It refreshes mind and body.

It removes impurity.

It brings alertness.

It is a companion in solitude.

In the midst of busy affairs, it brings a moment of peace.

When it is plentiful, one never tires of it.

When there is little, still one is satisfied.

Age does not change its efficacy.

Used everyday, it does no harm.



Discover SHOYEIDO >>>



PREMIUM INCENSE



A highly skilled artisan makes most exclusive incense by hand. Made from centuries-old recipes and containing fine ingredients.

Production of Premium Incense





For more information



★ Limited Availability

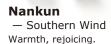
The finest quality Agarwood is becoming increasingly rare and the reliable supply will be difficult in the future. To monitor the production of our premium incenses, and with respect to the environment of nature, the amount of production of our premium incense is limited.



Gaho

 Refinement Splendor, elegance.

110606 JPY 11,000 (10,000) Approx. 36 sticks, 18 cm JPY 3,300 (3,000) 110620 15 sticks, 11 cm ★ Limited Availability



110506 JPY 6,600 (6,000) Approx. 36 sticks, 18 cm 110520 JPY 2,200 (2,000) 15 sticks, 11 cm ★ Limited Availability



Misho

- Gentle Smile Happiness, understanding.

110406 JPY 4,400 (4,000) Approx. 36 sticks, 18 cm 110420 JPY 1,870 (1,700) 20 sticks, 11 cm







Mvokaku

- Enlightenment Pure, dignified.

111006 JPY 22,000 (20,000) Approx. 36 sticks, 18 cm **111020 JPY 6,600** (6,000) 15 sticks, 11 cm ★ Limited Availability



Shunyou

- Beckoning Spring Lush, tranquility.

110306 JPY 3,300 (3,000) Approx. 36 sticks, 18 cm 110320 JPY 1,430 (1,300) 20 sticks, 11 cm



Kyojiman

- Pride of Kyoto Quietude, affection.

110206 JPY 2,200 (2,000) Approx. 36 sticks, 18 cm



Ohjya-koh

King's Aroma Confidence, harmony, use anytime.

110106 JPY 1,650 (1,500) Approx. 36 sticks, 18 cm



Matsu-no-tomo

- Friend of Pine Recollection, strength.

JPY 1,320 (1,200) 120106 Approx. 36 sticks, 18 cm

DAILY INCENSE

SU1 chic-refine-essence

"粋-sui" is a word that is used to express a Japanese aesthetic sense.

You may find "sui" in one's sophisticated attitude, elegant appearance, or refined beauty.

It can also refer to the "essence" of things.

We invite you to embrace Shoyeido's "sui" through chic fragrances, appearance, and the modest smoke of incense.









121776 JPY 418 (380)

clove, benzoin 121777 JPY 418 (380)

Blend: cinnamon,

sui No.35



sui No.71 Blend: patchouli, sandalwood, floral

121778 JPY 418 (380)



sui No.75 Blend: sandalwood, clove, benzoin

121779 JPY 418 (380)



sui No.99 Blend: sandalwood, patchouli, benzoin

121780 JPY 418 (380)

Common Contents

1 scent Stick incense (L:135mm) 14g 1 incense holder



DAILY INCENSE



Seifu — Fresh Breeze

Fresh Breeze refreshes your body and soul.

123305 JPY 13,200 (12,000) Short, loose, 490 sticks, 13.5 cm 123308 JPY 4,620 (4,200) Short, loose, 165 sticks, 13.5 cm



Enmei - Circle

A circle is often drawn as an object of enlightenment. Please enjoy the essence of a circle with this subdued fragrance.

123105 JPY 8,800 (8,000) Short, loose, 490 sticks, 13.5 cm



Hakuun

- White Cloud

A fragrance inspired by the image of white clouds in a blue sky. High quality natural ingredients are blended to create this subtle scent.

22905 JPY 6,600 (6,000) Short, loose, 490 sticks, 13.5 cm 122908 JPY 2,530 (2,300) Short, loose, 170 sticks, 13.5 cm



Gozan

Five Hills

A mellow and deep fragrance, based on the best sandalwood available from Mysore, India.

122705 JPY 3,850 (3,500) Short, loose, 490 sticks, 13.5 cm 122708 JPY 1.980 (1,800)

Short, loose, 175 sticks, 13.5 cm



Kyozakura

Kyoto Cherry Blossoms

A sandalwood-based fragrance to tempt you into visions of cherry blossoms in spring.

122605 JPY 2,750 (2,500) Short, loose, 490 sticks, 13.5 cm

122608 JPY 1,430 (1,300) Short, loose, 175 sticks, 13.5 cm



Kinkaku — Golden Pavilion

A refreshing sandalwood fragrance inspired by the Golden Pavilion reflected on the pond.

122505 JPY 2,200 (2,000) Short, loose, 490 sticks, 13.5 cm 122508 JPY 1,100 (1000) Short, loose, 175 sticks, 13.5 cm



Kyonishiki

Kyoto Autumn Leaves

A quiet fragrance of sandalwood gives rise to images of autumn leaves in Arashi-yama, Kyoto.

122405 JPY 1,650 (1,500) Short, loose, 490 sticks, 13.5 cm 122408 JPY 880 (800) Short, loose, 150 sticks, 13.5 cm



Nokiba — Moss Garden

A mild fragrance of sandalwood that smells like plum flowers blooming by the windows.

122305 JPY 2,200 (2,000) Short, loose, 490 sticks, 13.5 cm

122308 **JPY 1,100** (1,000) Short, loose, 150 sticks, 13.5 cm

LOW SMOKE INCENSE

Our master blenders designed these scents to enhance any occasion with a spiritual nuance of fragrance.



Oboro — Illusions

A noble and savory fragrance, made from selected herbs and spices.

126213	JPY 4,400 (4,000)
Short, loose – 470 sticks, 13	.5 cm
126283	JPY 2,200 (2,000)
Short, loose – 165 sticks, 13	.5 cm



Kasumi — Gossamer

A subtly bitter fragrance of sandalwood mixed with high quality herbs and spices.

126212 Short, loose – 470 sticks,	JPY 3,300 (3,000) 13.5 cm
126282 Short, loose – 165 sticks,	JPY 1,650 (1,500)



Honoka — Silhouette

 $\ensuremath{\mathsf{A}}$ mild, sweet fragrance of sandalwood with herbs and spices.

126211 Short, loose – 470 sticks,	JPY 2,200 13.5 cm	(2,000)
126281 Short, loose – 165 sticks,	JPY 1,100 13.5 cm	(1,000)



Madoka — Chiffon

A gentle low-smoke blend with a sweet, heart-warming accent, featuring sandalwood, cinnamon, and herbs.

126210 Short, loose – 470 sticks,	JPY 1,650 (1,500) 13.5 cm
126280 Short, loose – 165 sticks,	JPY 825 (750) 13.5 cm



LOW SMOKE INCENSE



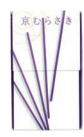
TAMAYURA -Embrace an enchanting moment, immersed in delicate, fine fragrance. Low Smoke & delicate scent.



Kyo-no-kumo

Elegant and mature scent of Aromatic wood, Agarwood bases.

126307 **JPY 2,750** (2,500) 45g (Approx.200 sticks), 9 cm, with a holder



Kyo-murasaki

Soothing scent of Aromatic wood, Agarwood bases.

126306 **JPY 2,200** (2,000) 45g (Approx.200 sticks), 9 cm, with a holder



Kyo-matsuba

Fresh aroma reminiscent of pine tree.

126305 **JPY 1,650** (1,500) 45g (Approx.200 sticks), 9 cm, with a holder



Kyo-no-ume

Be enchanted with Modest and sweet fragrance.

126304 **JPY 1,320** (1,200) 45g (Approx.200 sticks), 9 cm, with a holder



Kyo-hiyori

A clean and refreshing fragrance reminiscent of a sunny breeze.

126303 **JPY 1,100** (1,000) 45g (Approx.200 sticks), 9 cm, with a holder



TRAY ▶P.16 takuba 11cm



Eco-friendly disposable incense holder

Avoid strong impact or exposure to water since it is made of soil.

HORIN









Tenpyo — Peaceful Sky A noble Japanese fragrance; deep, natural.

210521 10 coils, with	JPY 6,600 (6,000) a holder
210523 20 sticks, 7 cr	JPY 2,200 (2,000) m, with a holder
210524 80 sticks, 7 cr	JPY 6,600 (6,000)









Muromachi — City of Culture A solemn and calming fragrance.

210421 10 coils, with a holder	JPY 3,960	(3,600)
210423 20 sticks, 7 cm, with a	JPY 1,540 holder	(1,400)
210424 80 sticks, 7 cm, with a	JPY 4,620 holder	(4,200)









Horikawa — River Path Sweet and mellow fragrance, based on sandalwood.

210221 10 coils, with a l	JPY 3,080 (2,800 holder
210223 20 sticks, 7 cm,	JPY 1,100 (1,000 with a holder
210224 80 sticks, 7 cm,	JPY 3,300 (3,000) with a holder







Genroku — Returning Spirit Enjoy this rich, sandalwood-based fragrance.

JPY 2,860 (2,600) 210321 10 coils, with a holder 210323 JPY 990 (900) 20 sticks, 7 cm, with a holder 210324 **JPY 2,970** (2,700) 80 sticks, 7 cm, with a holder







Shirakawa — White River A soft and sweet fragrance, based on sandalwood.

210621 JPY 1,870 (1,700) 10 coils, with a holder 210623 JPY 880 (800) 20 sticks, 7 cm, with a holder 210624 JPY 2,420 (2,200) 80 sticks, 7 cm, with a holder







Nijo — Avenue of the Villa A traditional fragrance of sandalwood, with a flowery note.

210121 JPY 1,320 (1,200) 10 coils, with a holder JPY 660 (600) 210123 20 sticks, 7 cm, with a holder 210124 JPY 1,870 (1,700) 80 sticks, 7 cm, with a holder



Kyogosai

 Horin Sticks Assortment Nijo, Shirakawa, Genroku, Muromachi, Tenpyo - each 4 sticks.

211012 JPY 1,650 (1,500) 20 sticks, 7 cm, with a holder

KUNRO

Seven fragrances to evoke the memories of a journey; scenery, sound, light, and all you encountered along the way.



Nanzan

Southern Mountain

The best Frankincense ever used in an incense stick. Mellow and warm.

212126 JPY 935 (850) 20 sticks, 7 cm, with a holder 212125 JPY 2,750 (2500) 80 sticks, 7 cm, with a holder



Sou sou

Rustling Meadow
 Atmospheric scent blanketing green fields.

211726 **JPY 935** (850) 20 sticks, 7 cm, with a holder 211725 **JPY 2,750** (2,500) 80 sticks, 7 cm, with a holder



Kaho

- Flower Garden

A rich, yet bittersweet fragrance of radiant flowers.

211526 JPY 935 (850) 20 sticks, 7 cm, with a holder 211525 JPY 2,750 (2,500) 80 sticks, 7 cm, with a holder



Sougetsu

 Moon Reflection
 A wafting scent of fresh flowers, heralding a new season.



Yukiyanagi

Spring Blossoms
 Ambrosial notes of a blooming spring garden.

211626 **JPY 935** (850) 20 sticks, 7 cm, with a holder 211625 **JPY 2,750** (2,500) 80 sticks, 7 cm, with a holder



Yoinouta — Poetry at Dusk

The enchanting fragrance of aromatic wood, floating delicately in the early evening.

211926 **JPY 1,100** (1,000) 20 sticks, 7 cm, with a holder 211925 **JPY 3,300** (3,000) 80 sticks, 7 cm, with a holder



Kanro

- Sweet Dew

The luscious fragrance of a clear autumn morning.

212026 **JPY 935** (850) 20 sticks, 7 cm, with a holder 212025 **JPY 2,750** (2,500) 80 sticks, 7 cm, with a holder





KUNRO ASSORTMENT

Assortment of seven fragrance

Nanzan, Kaho, Yukiyanagi, Kanro, Sou sou, Sougetsu, Yoinouta - each 4 sticks.

211402 JPY 1,980 (1,800) 28 sticks, 7 cm, with a holder

XIANG DO

Using our exclusive pressed incense process, Shoyeido's master blenders have developed the Xiang Do line of atmospheric incenses. Here are 16 of beautiful fragrances - at once evocative, lush, and crowd-pleasing.



Xiang Do

JPY 880 (800)

20 sticks, 7 cm, with a holder

Rose 214502

Lotus

214505

Lavender 214508

Citrus 214522

Grapefruit

214527

Mixed berry 214532

Forest 214541

Vanilla 214545

Peppermint

214547

White Sage 214548

Marine 214558

Frankincense 214563

Agarwood 214573

Sandalwood 214576

Palo santo 214579

Hinoki 214580



FLORAL WORLD



TRAY ▶P.15 Incense Tray Cream



FLORAL WORLD Incense Assortment - Cone

220112 **JPY 2,750** (2,500) 30 pcs. (5 pcs. each of 6 scents), with a holder



FLORAL WORLD Incense Assortment - Stick

220111 **JPY 2,750** (2,500) 60 sticks (10 sticks each of 6 scents), 7 cm, with a holder

FLORAL WORLD

Singular scent pack is available for each kind.
Each scent is available in a unique package

60 sticks

30 pcs.

Rose

Stick

220131 JPY 2,750 (2,500) 60 sticks, 7 cm, with a holder

Cone

220132 **JPY 2,750** (2,500) 30 pcs., with a holder

Iris

Stick

220161 JPY 2,750 (2,500) 60 sticks, 7 cm, with a holder

Cone

220162 JPY 2,750 (2,500) 30 pcs., with a holder

Jasmine

Stick

220181 JPY 2,750 (2,500) 60 sticks, 7 cm, with a holder

Cone

220182 **JPY 2,750** (2,500) 30 pcs., with a holder





Lavender

Stick

220141 JPY 2,750 (2,500) 60 sticks, 7 cm, with a holder

Cone

220142 **JPY 2,750** (2,500) 30 pcs., with a holder

Sandalwood

Stick

220171 JPY 2,750 (2,500) 60 sticks, 7 cm, with a holder

Cone

220172 JPY 2,750 (2,500) 30 pcs., with a holder

Freesia

Stick

220191 JPY 2,750 (2,500) 60 sticks, 7 cm, with a holder

Cone

220192 JPY 2,750 (2,500) 30 pcs., with a holder

THE GENJI SERIES





The legendary Japanese story The Tale of Genji is one of the world's profound cultural achievements. Written by the Lady Murasaki in the early 11th Century as entertainment for the Empress Akiko, this thousand - year - old masterpiece lays claim to many literary firsts: the world's first true novel.

The first psychological novel. The first historical novel.

The Tale of Genji is a window into a bygone world,

providing a glimpse into the Japan of a millennium ago.

With The Genji Series, Shoyeido is pleased to evoke the scenes and sublime beauty of The Tale of Genji.











Utakata— Transient Dream

623601 **JPY 2,200** (2,000) 20 sticks, 7 cm (4 scents, 5 of each), with a holder

Hahakigi— Beauty

621720 JPY 2,200 (2,000) 20 sticks, 7 cm (4 scents, 5 of each), with a holder

Hanachirusato

<u>— Field of Blossoms</u> 620951 **JPY 1,100** (1,000)

20 sticks, 7 cm, with a holder

INCENSE HOLDER



New Spring - Hatsuharu 734501



Plum Blossoms Cherry Blossoms - Umemi 734502



- Hanasaki 734503



White Lilac - Unohana 734504



Stream - Sanae 734505



Kingfisher - Ryobo 734506



Morning Glory - Tanabata 734507



Moon Viewing - Tsukimi 734508



Autumn Ivy - Momiji 734509



Small Chrysanthemum - Shigure 734510



Winter Peony - Shimofuri 734511



White Rabbit - Harumachi 734512



Pine Tree - Matsu 736401 **★** EXPORT-ONLY



Plum - Umebachi 736402 **★** EXPORT-ONLY



Wave Nami 736403 **★** EXPORT-ONLY



Purple 735875



White 735874



Yellow 735873



Red 735872



Green 735871

Incense Holder Wedge

JPY 550 (500) Size: 35mm



Purple 735885



White 735884



Yellow 735883



Red 735882



Green 735881

Incense Holder Gourd

JPY 550 (500) Size: 35mm

Precautions for using Incense Holder

Please stick incense into a holder, and securely stand it leaning in the direction of the holder's thicker part. Incense can fall if it is stood wrong.

Incense Holder JPY 660 (600) Square

Porcelain

W 3.5 x H 3.5 cm Octagon W 3.5 x H 3.5 cm Circle W 4.0 x H 3.5 cm Rectangle W 4.0 x H 3.0 cm W 5.5 x H 2.8 cm Oval

INCENSE HOLDER

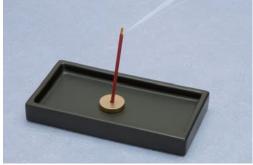
Incense Holder nana

This product is shaped as the numeral "7". In Japanese, "Nana" is the pronunciation for the number 7. Depending on the shape and style of your incense burner, users can attach this holder on

the rim of a small bowl, or place it on a plate.



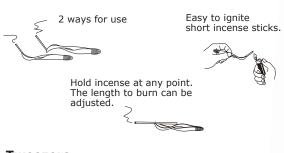
736515 JPY 2,420 (2,200) Material: Zinc Alloy





Brass Incense Holder

736524 JPY 660 (600) 19mm



Tweezers

736501

JPY 3,960 (3,600)

Material: Stainless, Rattan W 1.3 x L 8.5 x H 1.1 cm



Silver Incense Holder

A simple yet sophisticated silver incense holder.

JPY 3,080 (2,800) Material: Silver 925



Cherry Blossoms 735201

W 2 x H 2 cm

Plover

W 2.1 x H 2.3 cm

735203



Maple

735202 W 2.1 x H 2.3 cm



Snow

735204 W 2 x H 2 cm



2 sizes of holes

1 for Shoyeido's 7cm, thick stick incense

1 for Shoyeido's 13.5cm, thin stick incense

Pine 735205 W 2.5 x H 1.3 cm



G clef 735206 W 1.1 x H 2.5 cm

Kolip Shell Matte Silver

[Kolip: Koh(Japanese Incense)+Clip]



-How to hold incense -Open the shell, grasping the bulging part softly with the pad of your fingers. Secure the incense into one of the five recesses on the shell, and fasten it.

*Use with a tray made from heat-heat-resistant material to catch the ash.









731343 JPY 3,300 (3,000) W 3.8 x H 2.3 cm



INCENSE TRAY

Square Porcelain Incense Tray

JPY 770 (700) W 10 x H 10 cm







Light Blue



Dark Blue





Incense Tray Nagate

JPY 858 (780) W 12.3 x H 6.3 cm Porcelain

A simple and adorable tray for incense. It can be enjoyed with your favorite holder and fragrance.



White 736351



Black 736354



Incense Tray takuba

"Takuba" is a simple and practical incense tray, which allows the user to burn an entire stick of incense, while leaving no unused portion when the stick is done burning. After use, it is simple and easy to clear the tray to be used again.

Available in 3 length variations.



Bamboo cover, 1x Replacement Ceramic felt tray.



takuba 9cm 736505 Usable Incense stick length: Under 7cm W 9 x H 2.8 cm

takuba 11cm

736510 JPY 4,400 (4,000) Usable Incense stick length: Under 9cm W 11 x H 2.8 cm

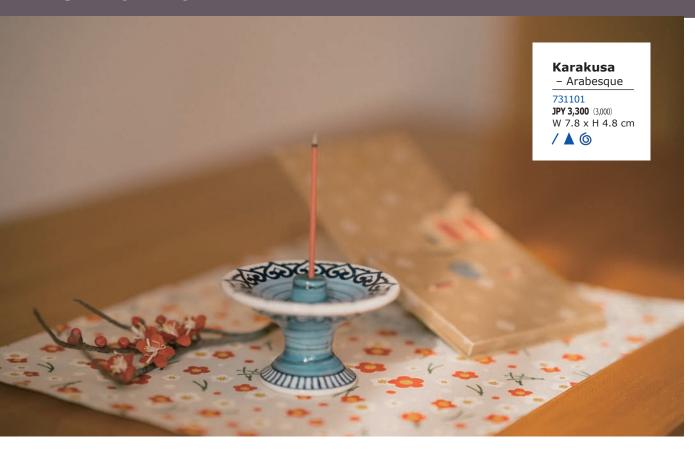
takuba 19cm 736506 JPY 5,170 (4,700) Usable Incense stick length: Under 18cm W 19 x H 2.8 cm







INCENSE BURNER







Senbiki
- Lines
731102 JPY 3,300 (3,000)
W 7.8 x H 4.8 cm



JPY 6,050 (5,500) W 6.7 x H 6.2 cm





Ishidatami- Stone Pavement
718110



Nijumaru- Double Circle
718109



Ginsen- Silver Lines
718105



Seiji- Light Blue
718101



COVERED TYPE INCENSE BURNER



Little Bird 720110 JPY 4,180 (3,800) H 9.4 cm



Child Guardian
720183 JPY 5,280 (4,800)
H 14 cm



Small Cat
720184 JPY 4,180 (3,800)
H 10 cm
/



Matroos 720108 JPY 7,590 (6,900) H 17 cm



HONOKA
720106 JPY 7,700 (7,000)
H 18.8 cm



Owl 720141 JPY 5,280 (4,800) H 12 cm / 🛦 🌀



Small Owl
720146 JPY 3,960 (3,600)
H 9 cm





Usable shape of incense:

/ stick cone coil

INCENSE CENSER



Nawame - Green 724911 JPY 2,200 (2,000) W 8.5 x H 4.5 cm



Nawame - White 724912 JPY 2,200 (2,000) W 8.5 x H 4.5 cm



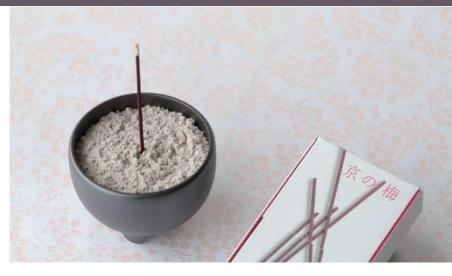
JPY 6,050 (5,500) W 7 x H 8.2 cm

724923



Sumi 724981

JPY 6,050 (5,500) W 7 x H 8.2 cm





Lantern724201 JPY 3,850 (3,500)
W 6.5 x H 9 cm



Nanban Style
724211 JPY 5,500 (5,000)
W 6 x H 9 cm



Oribe Green
724921 JPY 6,600 (6,000)
W 6.5 x H 9.5 cm





Tinted Ivy
724503 JPY 13,200 (12,000)
W 5.8 x H 8.5 cm



Moonflower
724504 JPY 13,200 (12,000)
W 5.8 x H 8.5 cm



Cloisonne 724506 **JPY 44,000** (40,000) W 5.8 x H 9.5 cm



How to use Incense Censer

Remove the lid and place Miyako Ash in to the incense censer. Light the tip of the incense and fan out of the fire flame. Insert the stick incense in to the ash or place coil/cone incense on the ash.

* We recommend removing the lid while burning incense. In many cases the lid will restrict the flow of oxygen and can extinguish the incense.



Miyako Ash
751101 JPY 275 (250)
Use with
incense censer
30 g

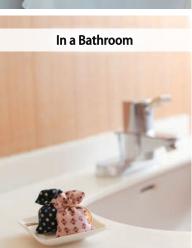
TAGASODE SACHET

Sachets are Non-burning incense items which release a fragrance in its natural, unheated state.

Historically, Japanese fragrant sachets have consisted of a plain or brocade cloth bag with "Nioi-koh" - a powdered mix of natural ingredients such as clove, camphor and sandalwood - inside.

Shoyeido's fragrant sachets continue this long-held style.









Fragrant sachet is appropriate for use in a car, closet or in a bag to give your clothing

Following 300-year-old recipes, Shoyeido's traditional sachets are available in colorful cloth, brocade and paper envelopes. They can be used in a pocket, on a purse, or in drawers, closets, suitcases, cars, etc. They add a subtle fragrance of sandalwood and herbs.

Premium Quality - Mild sweet fragrance



Miyako 512111 JPY 1,045 (950) H 6 cm

Fine Quality - Refined, clean fragrance



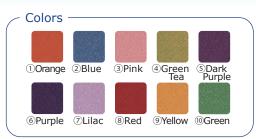
Kaoru 511211 JPY 1,045 (950) H 6 cm Kyoto Nishijin silk Pouch



Gokuhin 511111 JPY 825 (750) H 6 cm



Johin 510111 JPY 715 (650) H 5 cm



Fukube 510140 JPY 550 (500) H 5.5 cm

Utsusemi – Sweet and fresh fragrance



Utsusemi 620440 JPY 440 (400) W 5.5 x H 8.5 cm

Nio - Clean, slightly bitter fragrance



Nio 624901 JPY 440 (400) W 5.5 x H 8.5 cm

HANGING SACHET



Flower Wheel

514151 JPY 1,045 (950)

W 7.5 cm

Colors: Red, Purple, Black, Pink, Light Blue and Beige





Sachet

The beautifully designed Japanese traditional pattern adds an aesthetic highlight.
*The pattern and color are selected randomly.

How to use

Will hang appropriately on any closet bar or hanging apparatus that is less than 35mm in outside diameter. It is also effective to enliven a restroom or any personal space.

Tagasode -Kakeru-

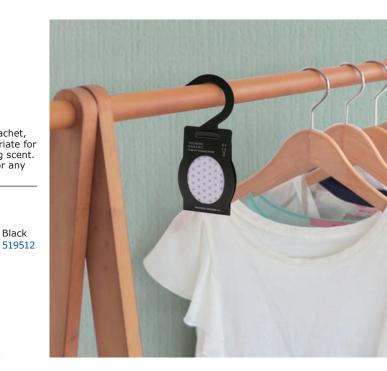
Tagasode Kakeru, the fragrant hanging sachet, emits a pleasant fragrance that is appropriate for use in closets to give clothing a refreshing scent. It is also effective to enliven a restroom or any personal space.

JPY 1,045 (950) W 7.2 × H 16.8 cm



Black

Beige 519511



INCENSE FOR MIND AND ATMOSPHERE

It is widely believed that incense was brought to Japan over 1400 years ago, along with the conveyance of Buddhism.

Historically, Japanese Incense has often been cherished and used for religious occasions, in the social routine of samurai warriors, and more.

During the Edo period, incense became popular among all classes, as it was established as a tradition for all Japanese culture.

Centuries later, the Japanese style of living has changed but the appreciation and pride for incense in Japanese culture remains the same. We are pleased to convey the concept of "life with fragrance" to our customers.









SHOYEIDO INCENSE CO.

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