

News Release

May 13, 2025

## **AutoPhagyGO, Curations, and Dentsu Advance to the Semifinals of the XPRIZE Healthspan Competition**

—The 'Autophagy Reboost Program' Aims to Rejuvenate Physical Functions Associated with Aging—

AutoPhagyGO Inc. (CEO: Miwako Ishido; Headquarters: Suita, Osaka), Curations Inc. (CEO: Takayuki Nemoto; Headquarters: Shibuya, Tokyo), and Dentsu Inc. (President & CEO: Takeshi Sano; Headquarters: Minato, Tokyo) are proud to announce they have advanced to the semifinals of the global XPRIZE Healthspan competition<sup>\*1</sup>, which seeks innovative solutions to extend people's healthy lifespan. The team submitted their proposal, the 'Autophagy Reboost Program,' focused on cellular aging control via autophagy—a mechanism that breaks down unnecessary cellular components.<sup>\*2</sup>

The consortium was selected from over 600 registered teams across 58 countries to proceed to the semifinals. They were also chosen for the "Top 40 Milestone award." Should the team further proceed to the top 10 finalists following a clinical trial to evaluate their proposal scheduled for 2026, a second round of trials will take place from 2026 to 2029, with the final evaluation scheduled for 2030.

To help advance this initiative, the team is currently seeking additional collaborators and sponsors.



Curations

**dentsu**  
tokyo/osaka/nagoya

XPRIZE Healthspan is a global competition aiming to revolutionize approaches to human aging and proactively extend humans' healthy lifespan by 10 years (with a future goal of 20 years). The competition welcomes preventative and accessible treatments that reduce the risks of age-related chronic conditions, improve quality of life, and enhance healthy longevity. AutoPhagyGO, Curations, and Dentsu have developed the 'Autophagy Reboost Program,' which leverages four

intervention pillars—nutrition, supplementation, physical activity, and sleep—to stimulate autophagy activity. The program will be evaluated through clinical trials and data analysis.

### **About the Autophagy Reboost Program**

The program aims to enhance autophagy through the following interventions:

- Adjustments to caloric intake, nutritional composition, and meal timing
- Intake of supplements with autophagy-activating properties
- Regular aerobic exercise routines
- Minimum seven hours of sleep per night

### **Roles of the Three Companies**

- AutoPhagyGO Inc.: Professor Tamotsu Yoshimori, a Specially Appointed Professor at the Graduate School of Medicine, Osaka University—who has worked alongside Nobel Laureate Professor Yoshinori Ohsumi, the 2016 Nobel Prize winner for the discovery of autophagy mechanisms—leads the research. AutoPhagyGO provides supervision, evaluation, and clinical implementation support using core technologies for measuring autophagy activity.
- Curations Inc.: Developer of the next-generation personal health platform “SmartAge Dashboard,” Curations leads the development of digital tools and platforms.
- Dentsu Inc.: Responsible for program activation, customer experience design, public relations activities, partner engagement, and business development support.

### **Partner and Sponsor Companies Wanted**

The team is inviting additional partner and sponsor companies to explore the potential of autophagy in extending people’s healthy lifespan, and new collaborators have joined the program alongside the first group of participants. Partner companies will be involved in implementing the program, data collection, and analysis. Sponsors will support clinical trials

and participate in post-XPRIIZE networking events focused on business development. Briefing sessions for interested parties will be held, with details provided on the AutoPhagyGO website.

### **Comments from New Partner Companies**

■ YOSHIDA DENTAL TRADE DISTRIBUTION CO.,LTD.

**YOSHIDA**

Yoshida aims to become an open innovation platform that ensures access to high-quality dental care for all. We believe the mouth is the gateway to life, health, and happiness.

Just as autophagy plays a key role in maintaining health by recycling damaged cells, we believe dentistry must also evolve continuously through new perspectives and technologies.

Yoshida is committed to supporting next-generation dental care and practice, while connecting people, products, places, and information for better health and happiness.

<https://www.yoshida-dental.co.jp/english/>

■ Shionogi & Co., Ltd. (Comment by Yosuke Miharu, Corporate Officer, Senior Vice President, DX Promotion Division)

 **SHIONOGI**

Congratulations on advancing to the semifinals of the XPRIIZE Healthspan competition. Shionogi supports the program's vision by offering a new health habit environment via 'Gamma Wave Sound™,' an audio intervention that may enhance cognitive functions. We strive to go beyond pharmaceuticals and contribute to health through innovative solutions tailored to the challenges of aging societies.

<https://www.shionogi.com/global/en/>

### **Initial Participating Companies**

• UHA Mikakuto Co., Ltd.

- FINE JAPAN CO., LTD.
- Human Metabolome Technologies, Inc.
- Wellness AP Science Co., Ltd.
- Olive Tree Inc.
- Japan Nutrition Examination Association
- LLC Okutoeru

AutoPhagyGO, Curations, and Dentsu will continue collaborating with diverse co-creation partners to promote healthy longevity.

\*1: <https://www.xprize.org/prizes/healthspan>

\*2: Autophagy is a cellular mechanism for breaking down and recycling unnecessary components. Recent studies have revealed its significant roles in aging and health maintenance.

\*3: News release on December 20, 2024 – “AutoPhagyGO, Curations, and Dentsu submit proposal to XPRIZE Healthspan”: <https://www.dentsu.co.jp/news/release/2024/1220-010824.html>

## Company Overviews

### ■ AutoPhagyGO Inc.

A startup originating from Osaka University focused on research and development of autophagy-based drug discovery and health solutions. Founded in 2019 based on research by renowned Professor Tamotsu Yoshimori of Osaka University. The company aims to contribute to healthy longevity through scientific advancements in cellular regeneration. Selected as a finalist in 'EY Winning Women 2021,' winner of the Real Tech Fund Award at the 'Biotech Grand Prix 2021,' and recipient of the Society Award at the 2023 Healthcare Venture Awards hosted by the Japan Anti-Aging Society.

<https://autophagygo.com/>

■ Curations Inc.

Curations is a strategic partner for new business development in large corporations. By curating people, products, and ideas from the perspective of future society and potential consumers, Curations helps launch new business initiatives quickly, leveraging corporate scale and complexity. The company is also engaged in its own initiatives under the 'Smart Aging' concept aimed at sustainable future development.

<https://www.curations.jp/en>

■ Dentsu Inc.

Dentsu offers integrated solutions that go beyond marketing, including efficient advertising development, optimal customer experience design, and business transformation support for the digital era. By combining diverse capabilities, Dentsu aims to contribute to sustainable growth for both clients and society.

<https://www.dentsu.co.jp/en/>

**Contacts:**

- AutoPhagyGO Inc. – PR Contact: Ochi

Email: [info@autophagygo.com](mailto:info@autophagygo.com)

- Dentsu Corporate One – Branding Office, Corporate Communications Division

Email: [koho@dentsu.co.jp](mailto:koho@dentsu.co.jp)