

I S E E K Y O U

ICQ G.K. Company Profile

A Tokyo-based maker of pelvic floor care devices, born in OB-GYN clinical practice — and building partnerships across Asia.

MESSAGE

Ending “I wish I had known about this sooner.”



A clinical collaboration meeting between ICQ and EASE Women's Clinic.

We are a device maker in pelvic floor care — and, at the same time, we work alongside an OB-GYN clinic every day. In the exam room, that clinic meets people who have carried their concerns for years without being able to tell anyone. So many of them say the same thing: “I wish I had known about this sooner.”

Pelvic floor care is an established field in clinical practice. What is missing is an entry point that leads people to it, and an environment that helps them continue. ICQ builds both, by delivering devices that medical institutions can readily adopt and devices that households can keep using.

Our next step is to take this approach, honed in Japan, to other Asian countries where people share the same concerns.

Aya Maruyama

Representative Member, ICQ G.K.

150 units+

Femisson series — cumulative units shipped to medical institutions and specialized facilities

120+ sites

OB-GYN, urology and femcare clinics in contact across Japan

6 grants

Selected for public grant programs

Clinical

Co-developed with a working OB-GYN clinic

Figures reported by ICQ as of September 2026.

CORPORATE DATA

Company Overview

Company Name	ICQ G.K. (Godo Kaisha ICQ)
Founded	April 2022
Representative Member	Aya Maruyama
Capital	JPY 5,000,000
Corporate Number	4010003037506
Business	Planning, development, manufacturing, and sales of healthcare devices, centered on pelvic floor care equipment Private-pay care consulting and back-office services for clinics Operation of a postpartum recovery care matching service and placement of postpartum care professionals Operation of an English preschool, and of a sick-child and convalescent childcare room under contract with the City of Ichikawa, Chiba
Licenses	Type 2 Medical Device Marketing Authorization Holder licence — No. 13B2X10671 Medical Device Manufacturer registration — No. 13BZ202040 Registered business operator for the sale and rental of Controlled Medical Devices (Class II, Japan) Fee-charging employment placement business licence — No. 13-コ-336397
Head Office	1-1-24 Irifune, Chuo-ku, Tokyo 104-0042, Japan
Showroom	7F, 1-1-24 Irifune, Chuo-ku, Tokyo 104-0042, Japan (by appointment)
Phone	+81 70-3149-8500 (weekdays 9:00–18:00 JST)
Banks	MUFG Bank, Showa Shinkin Bank, Rakuten Bank

Both the Marketing Authorization Holder licence and the Manufacturer registration were granted by the Governor of Tokyo on 2026-09-15, valid through 2031-09-14.

OUR BUSINESS

One continuous line of care

The business of ICQ runs along a single, continuous line of care — from focused care at the clinic to day-to-day maintenance at home. Rather than selling stand-alone devices, ICQ builds the environment in which care continues.

01	Clinical Devices	Planning, development, and sale of pelvic floor training systems and energy-based devices for OB-GYN, urology, and private-pay clinics. In FY2026, selected for a Tokyo Metropolitan SME Support Center development grant (medical device industry entry program).
02	Private-Pay Care Consulting	Design of private-pay service menus, staff training, day-to-day operations and equipment maintenance for OB-GYN, urology and private-pay clinics — a fixed monthly subscription, built on the operating experience of our group's clinics (EASE Group).
03	Back-Office Services	Billing and payment reconciliation, HR and payroll preparation, hiring and interview scheduling, first-line reception, publicity and grant applications for OB-GYN, urology and private-pay clinics. Recruitment runs under our licensed employment placement business (No. 13-コ-336397).
04	Home Care & Wellness	Devices that fit easily into everyday life — at home or in a salon — brought to market through e-commerce and sales partners.
05	Childcare & Postpartum Care	An English immersion preschool (Sakuragawa English Preschool, Irifune, Tokyo) and a sick-child/convalescent childcare room under contract with the City of Ichikawa, Chiba; a matching service connecting families with postpartum recovery care facilities, and placement of midwives, physiotherapists and childcare workers.

CLINICAL PARTNERSHIP

Where the consulting room and product design meet

ICQ products do not begin on a drawing board. They begin with the problems that patients and physicians face in the consulting room.

Working with EASE Women's Clinic

At the centre of our development is a continuing partnership with **EASE Women's Clinic**, led by board-certified obstetrician-gynaecologist **Dr. Mariko Maruyama**. Clinical judgement enters at every stage, from concept to production.

- Design review against real clinical workflow — treatment time, patient flow, burden on the patient
- Findings from clinical use fed back into the specification of the next generation
- Voices heard in the consulting room translated into design requirements for home devices

We stay in contact with more than 120 OB-GYN, urology and femcare clinics across Japan after installation, feeding operational findings back into product development.

A nationwide pelvic floor network (49 institutions)

pelvicfloor.jp, the public information site ICQ runs, brings together **49 medical institutions** from Hokkaido to Okinawa — not only OB-GYN and urology, but colorectal surgery, orthopaedics, neurosurgery and dentistry.

- Aiiku Hospital, Minato, Tokyo
- Tsushima Ruriko Women's Life Clinic, Ginza and Shinjuku
- Kosekai Suzuki Hospital, Nerima, Tokyo
- Saiseikai Matsusaka General Hospital, Mie / Yashima General Hospital, Kagawa
- Tomine Sarai Perinatal Care Centre, Koto, Tokyo, and others

Participation in the network is not conditional on using our products.

NAPH — National Association for Pelvic Health, Japan

Working alongside **NAFC (National Association For Continence)** in the United States, we are establishing **NAPH**, a body to give pelvic floor care in Japan a common footing. ICQ has been a corporate member of NAFC since October 2024. NAPH is currently in preparation; ICQ's representative is involved in its founding.

PRODUCTS

Products & Brands

Every product is born from dialogue with working OB-GYN clinics. For detailed specifications and purchase or installation inquiries, please visit our product site, femisson.com.

Femisson DR

Pelvic floor training system for medical institutions

Femisson Plus

Pelvic floor training system for salons and facilities (PSE-compliant)

Femisson365

Pelvic floor care device for home use

Femisson Touch

CO2 laser system for medical institutions

“Treatment at the clinic. Maintenance in everyday life — 365 days a year.”

The ICQ brand philosophy. This sentence is the starting point of all product development at ICQ. It expresses ICQ's philosophy as a company, and is not a claim about the effects of any individual product.

Product availability and regulatory status vary by country. Some products are not approved, certified, or registered for sale in Japan or in your market. Local regulatory registration is arranged with each partner before any sale in that market.

REGULATORY

Quality and compliance

ICQ is a manufacturer of pelvic floor care devices. We plan and develop our products, and we carry out quality control, release decisions and post-market safety management in Japan ourselves. As a medical device marketing authorization holder (MAH), we bear the legal responsibility for the quality, efficacy and safety of the products we place on the Japanese market.

We appoint a General Marketing Compliance Officer, a Domestic Quality Assurance Manager and a Safety Management Supervisor. Release decisions follow our quality management system (QMS) and our post-marketing safety procedures (GVP). Our registered manufacturing site is in the same building as our head office, where we store finished products and make release decisions.

Marketing Authorization Holder	Type 2 Medical Device Marketing Authorization Holder licence No. 13B2X10671 (Governor of Tokyo; issued 2026-09-15, valid through 2031-09-14)
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Manufacturer Registration	Medical Device Manufacturer registration No. 13BZ202040 (Governor of Tokyo; issued 2026-09-15, valid through 2031-09-14)
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Controlled Medical Devices	Registered business operator for the sale and rental of Controlled Medical Devices (Class II, Japan) — notification accepted by Chuo City Health Center, 2026-08-19
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Employment Placement	Fee-charging employment placement business licence No. 13-コ-336397
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Femisson DR has not obtained Japan's Class II medical device certification. Holding the above company-level licences does not make any individual product a certified medical device in Japan.

MILESTONES

History

April 2022	ICQ G.K. founded. Development of Femisson Plus begins.
March 2023	Chaired the organizing committee of the 6th Academic Meeting of the Society for Pre- and Postnatal Care and Child-rearing Support.
October 2024	Became a corporate member of the National Association for Continence (NAFC), U.S.
January 2025	Filed a patent application.
February 2025	Selected for the Tokyo SME Support Center's Sales Channel Development Support Program.
2025	Launched Femisson DR.
2026	Selected for the Tokyo SME Support Center's Development Start-up Support Grant Program.
September 2026	Obtained Type 2 Medical Device Marketing Authorization Holder licence and Medical Device Manufacturer registration (Governor of Tokyo).



ICQ has been a corporate member of the National Association For Continence (NAFC), United States, since October 2024.

LOCATIONS

Tokyo — Irifune

Head Office

1-1-24 Irifune, Chuo-ku, Tokyo 104-0042, Japan

Showroom

7F, 1-1-24 Irifune, Chuo-ku, Tokyo 104-0042, Japan
Co-located with Salon de Ease. Device demonstrations for business partners and healthcare professionals, by appointment.

Preschool

Ground floor, 1-6-3 Irifune, Chuo-ku, Tokyo 104-0042, Japan
Sakuragawa English Preschool, an English immersion preschool for children aged 2 to 6.



Head office building, Irifune, Chuo-ku, Tokyo



Showroom, co-located with Salon de Ease. Visits are by appointment.

GLOBAL PARTNERSHIPS

Partnering with ICQ

Pelvic floor concerns know no borders. From its base in Tokyo, ICQ G.K. is building a distribution network with partners across Asia.

Distribution

Regional distribution partnerships — exclusive or non-exclusive

OEM & Co-development

OEM supply and joint product development

Clinics & Academia

Collaboration with clinical and academic partners

What we bring to a partnership

- Products refined in continuous dialogue with practicing OB-GYN clinics in Japan
- Hands-on adoption know-how, gained working alongside clinics on a daily basis
- Device demonstrations for partners at our Tokyo showroom, by appointment
- With each partner, a supply arrangement designed to fit the regulations and commercial practices of their market

Product availability and regulatory status vary by country. Some products are not approved, certified, or registered for sale in Japan or in your market. Local regulatory registration is arranged with each partner before any sale in that market.

Made with clinics, made in Tokyo.

For distribution, OEM, or clinical collaboration inquiries, please reach us through our contact form (Japanese / English accepted), or by phone during weekday business hours.

Web: icqjapan.com/en/global.html **Contact form:** icqjapan.com/en/contact.html

Phone: +81 70-3149-8500 (weekdays 9:00–18:00 JST)