

Press Release

報道関係各位

10 April 2025

BELLUSTAR TOKYO, A Pan Pacific Hotel

BELLUSTAR TOKYO, A Pan Pacific Hotel
Joins Bar Soap Recycling Program Run by Clean the World®
Sends three boxes of used soap to recycling facility with first collection

BELLUSTAR TOKYO, A Pan Pacific Hotel (Shinjuku-ku, Tokyo; General Manager: Katsushi Nishikawa) has joined the Global Hospitality Recycling Program run by Clean the World® that collects bar soap used by hotel guests for recycling. The first collection of used soap from the hotel took place on 31 March 2025.



See here for details: <https://www.bellustartokyo.jp/en/topics/ctw/>

Clean the World® is a social enterprise established in the United States. Its Global Hospitality Recycling Program collects bar soap that would normally be disposed of by the world's hospitality industry, recycles them into new bars and other hygiene products and donates them to vulnerable communities to help improve hygiene conditions. BELLUSTAR TOKYO, A Pan Pacific Hotel, is a participant in the Clean the World Asia program. Since 2014, this program has partnered with 89 hotels in Japan, Hong Kong, Macau, Singapore and Taiwan to recycle more than 537 t of bar soap and distribute more than four million bars of recycled soap and other hygiene products to charitable organizations across Asia.

For the first collection from BELLUSTAR TOKYO, A Pan Pacific Hotel, on Monday, 31 March 2025, three boxes of leftover bar soap used by hotel guests that would previously have been disposed of were sent to the program's Hong Kong recycling facility to be reborn into new bar soap.

To date, BELLUSTAR TOKYO, A Pan Pacific Hotel, has promoted various initiatives to become an eco-friendly hotel in line with the SDGs. These include the introduction of the BEAUTYCYCLE recycling system that has achieved bottle-to-bottle recycling for bath amenities in



The three boxes of soap from the first collection

its guest rooms, and the planning and sale of products that upcycled cherry tree blossoms and branches used to decorate the hotel's interior.

Through its participation in this hospitality recycling program, BELLUSTAR TOKYO, A Pan Pacific Hotel, will continue to contribute to making society sustainable through its hotel business and achieve Tokyu Hotels' goals to make its properties friendly to the earth, local communities and people.

About Clean the World®

Clean the World® is a social enterprise established in the United States with the mission of saving millions of lives around the world. It works to improve hygiene conditions by distributing bar soap and hygiene products recycled from those collected from more than 8,100 hotel and resort partners to children and families in environments where poor public hygiene is an issue. Since 2009, Clean the World has distributed more than 70 million bars of soap in 127 countries. Clean the World® also works to solve social and environmental issues through volunteer activities, hygiene management training and disaster relief efforts.

Official website: <https://cleantheworld.org>



Clean the World Asia

Clean the World Asia partners with 89 hotels in five major Asian markets: Japan, Hong Kong, Macau, Singapore and Taiwan. Since 2014, it has recycled more than 537,000 kg of bar soap and distributed 4,153,000 bars of recycled soap and 692,000 hygiene kits to over 100 charitable organizations across Asia.

About BELLUSTAR TOKYO, A Pan Pacific Hotel

BELLUSTAR TOKYO, A Pan Pacific Hotel, is a luxury hotel in the heart of Tokyo where guests can enjoy special spaces secluded from the bustle below. Unique to the property are its spacious guest rooms on the 39th floor and above that incorporate elements of Japanese culture and offer panoramic views of city. The Sky Private Villa on the hotel's uppermost floors provides a distinctive space surrounded by stunning views on all sides where guests can center themselves through original culinary experiences in a unique atmosphere, a spa where they can experience the gifts of the land of Japan, and five penthouse suites.

Location: Tokyu Kabukicho Tower, Floors 18 & 39-47, 1-29-1 Kabukicho, Shinjuku-ku, Tokyo, Japan

Telephone: 81 3 6233 8800 (Main)

Official website: <https://www.bellustartokyo.jp>



*Information contained in this press release is current at the time of its release. Details may differ from the most up-to-date information.

*Photos are for illustrative purposes.

For press-related inquiries concerning this release, please contact

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