



# Ishikawa Tourism Newsletter

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Feature

## FINDING BEAUTIFUL SKIN IN ISHIKAWA

In this issue, we'll take you on a trip in search of beautiful skin!

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ISHIKAWA, JAPAN



## What's Ishikawa's secret?

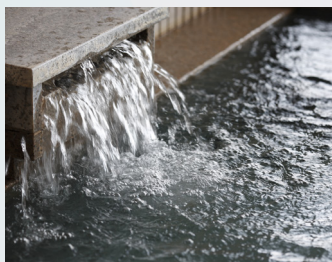
Last year, Ishikawa was selected as the No. 1 prefecture in the 'Beautiful Skin Grand Prix' for the third time running. From hot springs to fermented foods, Ishikawa is known for its outstanding environment for bringing out beautiful skin! In this issue, we'll introduce some of the most popular spots.

## Onsen

### ● Nebuta Onsen Notonosho (Wajima)

<https://www.notonosho.co.jp/> (Japanese only)

Baths that have long healed the rough hands of lacquer craftsmen. This onsen is one of the highest quality natural alkaline springs in Japan, whose mild waters gently cleanse and moisturize the skin.



### ● Kyukamura Chirihama (Hakui)

<https://www.qkamura.or.jp/noto/> (Japanese only)

A little-known spot featuring individual bathtubs particularly popular with female guests. The effects of the soft, silky waters here are said to last a whole week after bathing.



### ● Midorinoyado Banshokaku (Kaga)

<https://www.bansyokaku.co.jp/> (Japanese only)

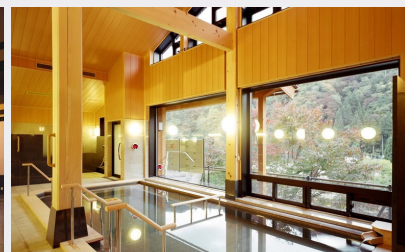
Features open-air baths with 100% natural hot spring water, as well as rooms with private baths. The view looking out on Yamashiro Onsen is among the highlights.



### ● Shiramine Onsen Soyu (Hakusan)

<http://www.shiramine-m.com/> (Japanese only)

A sodium hydrogen carbonate spring that leaves skin soft to the touch. It's also effective for skin conditions, cuts, and burns, while drinking the water is said to neutralize stomach acid.



## Souvenirs

### Akanamako Soap

Available at: Kanazawa Hyakubangai Morishita (Inside Anto) [▶MAP](#)

<https://www.namacosoap.com/> (Japanese only)

Sea cucumber fishing has long thrived in the Noto region, particularly in Nanao Bay while the ban is lifted from November to March. Rich in collagen, the benefits of red sea cucumbers were discovered through the soft hands of the workers at the factories handling them. Packed full of moisturizing ingredients, this soap makes a great addition to your cosmetic selection.

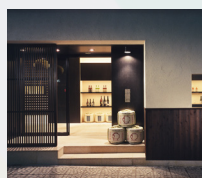


### Fermented Cosmetics

Available locations: Fukumitsuya, Kanazawa Shop [▶MAP](#)  
Fukumitsuya Higashi, Higashi Chayagai Shop [▶MAP](#)

<https://www.fukumitsuya.co.jp/global/>

From its popularity with geishas as skin lotion, to its use as a bath additive, sake's role in maintaining smooth skin has been known for generations in Kanazawa. The ingredients contained in sake lees are also effective against freckles and blemishes. Using innovative fermentation technology, the long-established Fukumitsuya Sake Brewery offers a range of skincare products, in addition to a wide variety of food and beverages to promote health and beauty from the inside out.



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## Fermented Foods

### ● Yamato Koji Park

▶MAP

<https://www.yamato-soysauce-miso.co.jp/koujipark.html>

See, feel and enjoy koji!

The Ono district of Kanazawa has been one of the five major soy sauce producing areas in Japan since the Edo period. Developing alongside Kaga cuisine, soy sauce brewing flourished thanks to the rich underground water from Mt. Hakusan and salt from Noto. Located in an area rich in tradition, the site provides visitors with a fun, interactive chance to learn about koji mold, an integral part of traditional Japanese food culture.



### Hakkobijin Food Hall

Offers a special set lunch and fermented desserts made with an array of seasonal Kanazawa produce. Yamato Soy Sauce & Miso uses domestic, additive-free ingredients to support a healthy lifestyle.



### Koji Hand Bath

It's long been said that even those working with soy sauce and miso have soft hands thanks to koji. Made with amazake ('sweet sake'), this light purple water lets visitors experience the benefits for themselves!

\*Only four members can participate in the hand bath.



### Miso Ball Making

Where visitors can make and decorate an original memento from their trip using Yamato miso. Perfect as a gift.



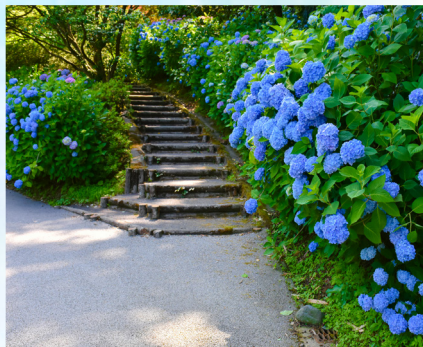
A range of condiments including miso, soy sauce and amazake are also available. Don't forget to try the popular soy sauce ice cream!



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## Seasonal Flowers



While spring is famous for cherry blossoms, Ishikawa also offers beautiful floral scenery throughout early summer. At Utatsuyama Park, which overlooks Kanazawa's urban area, visitors can enjoy beautiful irises and hydrangeas in June. The view of the Japan Sea from the observation tower on a clear day shouldn't be missed!

The park is home to 200,000 irises from 100 varieties, along with 2,900 hydrangeas.

<https://www.hot-ishikawa.jp/spot/4704>

(Japanese only)

▶MAP



## Now Open!

### ● A new café & restaurant looking out from the edge of Noto

▶MAP

Built in connection with the Okunoto Triennale 2023

Scheduled to open in the grounds of the Suzu Theater Museum. Features an outdoor deck, as well as an information office related to the art festival. Designed by Shigeru Ban, the building has a longitudinal structure parallel to the coastline so that beautiful views of the Sea of Japan can be seen from every corner.

[https://oku-noto.jp/ja/index\\_en.html](https://oku-noto.jp/ja/index_en.html)



### ● Matsu no Yu (Reopened Nov 2022)

▶MAP

A bathhouse loved by locals for over 70 years reopened in November 2022. Decorated with original Kutani ware tiles, the renovation offers visitors a glimpse of traditional Kanazawa. The complex comprises of the 1st floor bathing area including saunas and cold baths, a 2nd floor cafe and work lounge, with residences from the 3rd to 6th floors.

Why not take a break from your travel itinerary and come pay a visit?

<https://msento.com/>

(Japanese only)



### ● Minn Kanazawa (Opened February 2)

▶MAP

A modern Japanese designer hotel focusing on sustainable tourism. The 1st floor lounge, which can be rented out as a space for local artists or SDG-related activities, is hoped to serve as a meet-up spot for tourists and locals. On the top floor, connecting rooms include a kitchen space and can accommodate up to six people. Guests can also enjoy elegant décor inspired by traditional Kanazawa crafts including gold leaf and yukizuri snow hangings.

<https://staytuned.asia/brands/minn/hotels/minn-kanazawa/>

(Japanese only)



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