

Profile



Hiroko Ishii

JAPAN

Hot Spring Beauty Specialist / Travel Journalist.

International Traditional Chinese Medicine Doctor

Lecturer in hot spring therapy at Kyorin University.

The only hot spring beauty expert in Japan who studies the beauty power of hot springs.

A lifelong traveler who spends 200 days a year at a wellness resort in Japan and around the world. Writes regular columns for various sites and magazines, and appears on TV and radio.

Intrigued by the natural environment of hot spring areas, she gained a qualification in “climatherapy” from Germany. Promotes “Beauty tourism,” a way of beautifying the body and mind through hot springs, water, nature, and food.

In addition, focusing on the similarities between spa therapy and traditional Chinese medicine, he studied Chinese medicine at Tokyo University of Pharmacy and Changchun University of Traditional Chinese Medicine and obtained an International Traditional Chinese Medicine Doctor. Researching new hot spring beauty theory.

Since 2023, Working as a lecturer in hot spring therapy at Kyorin University.

Based on experience in marketing and public relations for foreign cosmetics companies and overseas brands, gives advice on branding for hot spring resorts and hot spring Ryokan and Hotels, and also provides training on hot springs and beauty tourism.

Member of the Japanese Society of Balneology, Climatology and Physical Medicine, the Japanese Society of Hot Spring Sciences, the Japan Hot Spring Bathing Instructors Association, Editorial Committee, the Japan Hot Spring Association, Special Committee Member of the Central Environment Council of the Ministry of the Environment of Japan,

Official Website: <https://www.onsenbeauty.com/>