

English companion (for QR / export viewers)

This English text is an overseas-facing summary.

It cannot be separated from the original Japanese text and the visual artwork.

Please do not quote or modify it apart from the whole piece.

Title

“20th-Century Epotech Girl — Staging ‘Reassurance’”

Ethical × Poetic Observation on “Additive-free”

Purpose

This visual is not a product claim.

It is a UI proposal for showing, on the same surface,

1. visible information (ingredients, allergens, net weight) and
2. upstream information (origin, cultivation/organic policy, BE/GMO stance, test results)

without misleading consumers.

Background

In Japanese food marketing, “mutenka / additive-free” often works as one reassuring word.

In English contexts, however, the same word immediately turns into a list:

- Which additives are not used?
- Under which standard?
- Is it also free from flavor enhancers, coloring, or preservatives?

So, “one word = full reassurance” does not always travel internationally.

Observation

The phrase “really good ingredients” points to origin, makers, and design philosophy.

This is not the same as the single label word “additive-free.”

Such upper-layer facts are often pushed off the package because of space, history, or sales channels.

Proposal

1. Upper layer (visible): ingredients / allergens / net weight
2. Lower layer (upstream): origin & farming (incl. organic where relevant) / BE policy / residue

& radiation tests / fishery notes

Some items stay on the label; others are offloaded to a digital space (QR).

This artwork sketches that structure.

Why it matters

“Because it’s good, it needs no words” may work domestically,

but export / online sales require spelled-out transparency, not implication.

Artist’s note

This English text only explains the intent.

The complete work consists of: visual + Japanese main text.

Please do not extract only single words such as “additive-free” or “reassurance” for promotional copy.

— haniyasubime