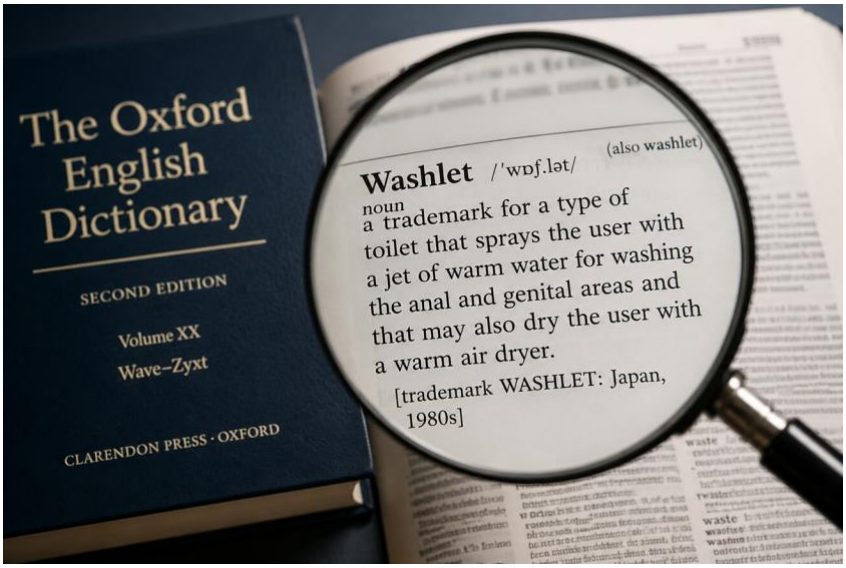
From Bathroom to Dictionary

Recently included in the renowned Oxford English Dictionary (OED), the TOTO-coined term “Washlet” is synonymous with Japanese bathing culture and innovative bidet toilet technology.



Japanese bathing culture has reached a remarkable linguistic milestone: The Oxford English Dictionary (OED) officially included the product name “Washlet” in its publication in 2025. Coined by TOTO, the Japanese expert in exclusive bathroom products and bidet toilets, it is now among the brand names that have evolved beyond their original purpose to become part of the vernacular.

WASHLET introduced a new understanding of comfort, hygiene and bathroom culture when it was launched in 1980. Derived from the English expression “Let’s Wash”, the name gets to the heart of the product: gentle warm-water cleansing after using the toilet. Including features like the warm-water spray, heated seat, dryer and other automated hygiene technologies, this innovative sanitary product evolved to become synonymous with high-tech Japanese toilets.

Spreading Japanese hygiene habits around the world

Being included in the Oxford English Dictionary is a special linguistic distinction. New words are only considered after achieving a certain level of cultural relevance and appearing in published sources over an extended period of time. This development is far more than just a dictionary entry – it represents the influence that the Japanese concept of hygiene has in the world today.

The Japanese online news magazine Japan Today reported how significant the OED entry is for TOTO. Taro Muroi, Executive Officer at TOTO Ltd., proudly explains: “This is a case of a trademark becoming accepted as a proper noun.” He effectively summed up what makes this step so remarkable: a brand name is now

Press contact UK:
14 Septembre London
Phone:
+44 (0) 78 2858 8886
totouk@
14septembre.com

Press office Europe:
Anja Giersiepen
anja.giersiepen@
toto.com

TOTO on the Internet:
gb.toto.com

considered a universally understood word.

TOTO has sold over 70 million WASHLET world-wide

Bidet toilets have been part of everyday life in Japan for many years now. Most homes in the country have them. Demand is also constantly growing in Europe, driven by a growing awareness of hygiene, a desire for greater comfort and the need for age-appropriate bathroom designs. Japan is also especially on trend at the moment, boosting people's interest in the country's technologies, aesthetics and domestic culture.

Link to definition

Headquarters
TOTO Europe GmbH
Kesselstraße 5 – 7
40221 Düsseldorf
Germany

UK registered office
TOTO Europe GmbH
140-142 St. John Street
London EC1V 4UA United Kingdom

Registerd in England FC029191

P +44(0)207 831 7544
F +44(0)207 5666 322
teu.london@toto.com
eu.toto.com

MUFG Bank Ltd.
London Branch
Sort Code 60-01-09
Account No. 00-28-44-22
IBAN: GB94 BOTK 6001 0900 2844 22
SWIFT BIC: BOTKGB2L

UK VAT No. 984 7767 44

1 Coined by TOTO, the word “Washlet” was officially included in the Oxford English Dictionary (OED) in 2025. The photo was created using ChatGPT.

2 TOTO WASHLET from the premium NEOREST collection. Derived from the English expression “Let’s Wash,” the “Washlet” name gets to the heart of the product: gentle warm-water cleansing after using the toilet. Photo: TOTO

3 The simple WASHLET RW is one of TOTO’s best selling bidet toilets. Photo: TOTO

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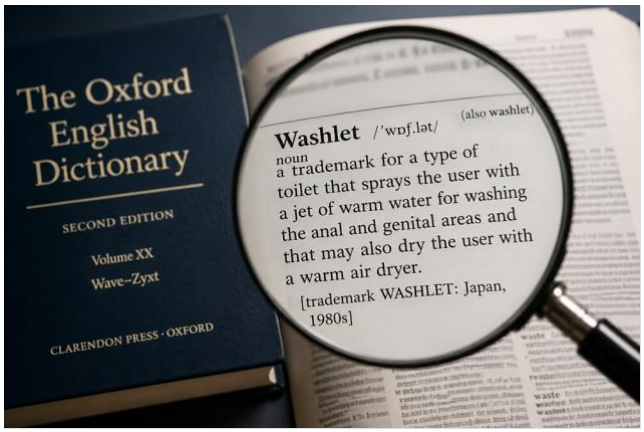

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About TOTO Europe

TOTO brings luxury to bathroom culture, creating innovations that deliver the ultimate in design, comfort and hygiene without revealing the sophisticated technology integrated within. Japan's leading supplier of bathroom products, TOTO develops comprehensive solutions for high-end private and public spaces around the world, including the European market since 2009. The company is shaping bathroom design with innovative sanitary ware, faucets, and, most importantly, WASHLET – selling over 70 million worldwide. TOTO's Japanese design philosophy reflects a respect for others. It centres on people and their needs, inspiring intuitive, easy-to-use products and elegantly understated designs.

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