

Kao USA, Inc announces the launch of MyKirei
New product collection inspired by the Kirei philosophy promotes
sustainability and simplicity, without sacrifice

Cincinnati, Ohio April 6, 2020—Kao USA, Inc is bringing a radically **new level of care** to the personal care category—and **redefining corporate responsibility**—with the launch of MyKirei by Kao, a comprehensive collection of products founded on the credence that caring for ourselves, our society and the world around us makes life more beautiful. In Japan, this belief is a way of life. Simplicity is beauty, cleanliness is honored, order and harmony bring delight and respecting others and the world around you is innate.

The three new products are \$18 each and available exclusively at [amazon.com](https://www.amazon.com) beginning April 22nd.

MyKirei is born from Kao's 130-year commitment to these practices and their guiding principles of respecting their consumer, enriching lives globally and contributing to the sustainability of the world. Today, MyKirei sets in motion Kao's Kirei Lifestyle Plan which pledges to lead global change and better serve the environment.

"In Japan, Kirei has many meanings. It can describe beauty and cleanliness, as well as simplicity, balance and sustainability," explains Karen Frank, President Kao USA. "The Kirei sensibility has always been unique to and treasured by the Japanese people. With MyKirei, we are bringing this wisdom to the Western consumer with innovation for a gentler, more sustainable way of living."

With global challenges—like climate change, aging societies, resource scarcity, and plastic waste in the ocean in mind—MyKirei's innovations include vegan-friendly, plant-based formulas that are 95% biodegradable and packaged in innovative, eco-friendly delivery systems. But the **biggest leap forward** is the **ground-breaking bottle being unveiled** in the first product collection from the brand.

This game-changing package **uses up to 50% less plastic***, addressing the global reliance on plastic where it begins.

- These bottles gain their rigidity through an air fill, allowing them to stand upright, like a traditional bottle.
- The water tight design that prevents contamination also allows you to use nearly every last drop that you've paid for. Competitors leave up to three times more product in more traditional packaging.
- To ensure that no waste is left behind, Kao has partnered with TerraCycle to create a program to allow consumers to recycle the package and the pumps post-use.

The first phase of MyKirei products features a Nourishing Shampoo, Conditioner and Hand Wash. Each complete formula delivers desired benefits across all hair types and skin types and features balanced blends of traditional, authentic Japanese ingredients, like Yuzu Fruit, Rice Water and Japanese Tsubaki flower that are suitable for the whole family. Each of these treasured ingredients has been trusted for centuries in Japanese folklore for their multiple, legendary benefits. Carefully curated fragrances, ranging from the calming, soothing Rock Garden scent, to the fresh, energizing citrus Yuzu fruit blooms, signal the beauty and tranquility of Japan.

Frank continues “Japan is recognized and respected for resourcefulness, minimalism, reverence and harmony with nature. MyKirei represents all of these qualities, meeting that desire for simplicity, without sacrificing care for the future of your family or the planet.”

With this complete, holistic approach, MyKirei helps create those moments of perfect harmony that connect us all. Kao has plans to expand the MyKirei line later in 2020 and beyond with new formulas and package that help consumers live more Kirei.

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as Attack, Bioré, Goldwell, Jergens, John Frieda, Kanebo, Laurier, Merries and Molton Brown, Kao is part of the everyday lives of people in Asia, Oceania, North America and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,500 billion yen in annual sales. Kao employs about 33,000 people worldwide and has 130 years of history in innovation. Please visit the [Kao Group website](#) for updated information.

*vs. traditional bottles

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