

FOR IMMEDIATE RELEASE

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Kao Discontinues Provision of Hair Bundle Color Samples for Hair Color Sections to Reduce Plastic Use and Is Now Utilizing AR Hair Color Simulation

Kao Corporation will discontinue the provision of hair bundle color samples for all hair color and hair manicure sections in Japan from October 2021. The hair bundle color samples are a sales promotion tool that allows customers to select hair colors in stores. This initiative will help reduce up to 56 tons of plastics used to produce the samples a year.



Hair bundle color samples available in a store

This initiative first started with the Blauné Lumiést hair color series that was launched in October 2020. The hair bundle color samples are no longer available in stores. Instead, Kao has introduced its hair color simulation*¹ as a new tool to help customers select hair colors. With the tool, customers can enjoy checking hair color images easily anytime and anywhere by reading QR Codes*² on in-store POPs and the back of product packages. We have received favorable feedback from a large number of customers since the introduction of the tool.

*1 Kao utilizes AR makeup app YouCam Makeup's module for browsers in collaboration with Perfect Corp.

*2 QR Code is a registered trademark of DENSO WAVE INCORPORATED.



In-store POP carrying a QR Code*²

Given this, Kao has decided to discontinue the provision of hair bundle color samples, which have long been available in stores for all hair color and hair manicure products sold in Japan, from October 2021, out of consideration for the environment. We had planned to review the provision of hair bundle color samples for all brands by 2022 when we launched the Blauné Lumiést series last autumn, but we will move forward the

schedule. For hair color selections we will continue to propose using the hair color simulation tool.

Under our ESG Strategy “Kirei Lifestyle Plan” Kao has introduced aspects of ESG in its business strategy and aims to offer better products and services for consumers and society. We will make contributions to achieving more comfortable lives in the future through offering new value that also gives consideration to the environment.

Currently available in stores



Stores after October 2021



【To use the hair color simulation, please click the link below (Japanese only)】



<https://virtual-cosme.net/jp/blaune/>

Illustrative images of hair color simulation



About Kao

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 1,400 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.

<https://www.kao.com/global/en/>