

FOR IMMEDIATE RELEASE

September 28, 2021

Kao Group's Pink Ribbon Campaign Raises Awareness for Early Detection of Breast Cancer

The Kao Group will conduct, as part of its corporate citizenship activities, the Kao Group Pink Ribbon Campaign 2021 from October 1 to November 30, to partially coincide with the Breast Cancer Awareness Month of October.



Even though the survival rate for breast cancer increases with early detection and treatment, the rate of breast cancer screenings is lower in Japan than in Western countries, and the mortality rate from breast cancer is trending higher. Therefore, the Kao Group has conducted the Kao Group Pink Ribbon Campaign since 2007 to communicate the importance of early detection of breast cancer to as many people as possible.

【2021 activities】

- Support for the Project of Cancer Education by Pink Ribbon Advisors*¹



Lesson led by a Pink Ribbon Advisor last year

Kao is continuing its support for the Project of Cancer Education by Pink Ribbon Advisors organized by the Japan Society of Breast Health*², in which Pink Ribbon Advisors who are

cancer survivors serve as instructors and give lessons at junior high and high schools. Based on their own experience, the instructors communicate accurate information about cancer and breast cancer for the purpose of increasing students' awareness about their health. Having people who have survived cancer serve as instructors also creates an opportunity for cancer survivors to play a role in society. Students who participated in the lessons provided feedback such as, "Before I had thought that if you got cancer, your life was over, but hearing their stories gave me a lot of hope. I thought that if I were to get cancer, I would want to live life while continuing to stay true to myself," and, "It really made me understand the importance of getting cancer screenings, and I want to get them regularly in the future. It also made me want to tell my parents to go get them as well." This shows how the lessons help raise awareness for health not only among the participants, but also among their families and friends.

*1 Private qualification by the Japan Society of Breast Health aimed at communicating the importance of breast cancer screening and early detection of breast cancer.

*2 Japan's first breast cancer awareness group established in 2000 toward the reduction of mortality rate due to breast cancer.

■ Product-based donations

• *Laurier* sanitary napkin brand

Laurier conducts a general brand campaign in support of women's health. In addition to sales of limited-quantity items, *Laurier* will make donations during the campaign through clicks on a special brand site to activities that support women's health.

Laurier: <https://www.kao.co.jp/laurier/> (Japanese)



(医薬部外品)

• *KANEBO* cosmetics brand

During the Pink Ribbon Campaign period, Kanebo Cosmetics will introduce in *KANEBO* stores and on its official website a self-examination method using *KANEBO Body Lipid Wear*. A portion of sales of eligible products sold in Japan will also be donated to the Project of Cancer Education by Pink Ribbon Advisors.

KANEBO: <https://www.kanebo-global.com/global/en/>

KANEBO



■ In-store educational activities

At stores that carry the *KANEBO* and the *Twany* cosmetics brands, beauty counselors pass out leaflets with instructions on how to perform self-examinations and samples of body cream that can be used with self-examinations (limited quantities).

Twany: <https://www.kanebo-cosmetics.jp/twany/> (Japanese)

■ Global activities

Some overseas Kao Group companies in Asia and Russia will provide information about breast cancer and self-examinations at their retail counters and on websites and social media.

The Kao Group will continue supporting women through various activities so that they can live beautifully and conduct healthy daily lives.

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/>