

Kirei—Making Life Beautiful

—Kao Revises its Corporate Slogan—

Kao Corporation revised its corporate slogan, which was established in 2009: “Enriching lives, in harmony with nature” with the new slogan: “Kirei—Making Life Beautiful.”

The Kao Group launched the Mid-term Plan “K25” in January 2021. We aim to make ourselves necessary to the world as a company that “saves future lives”, placing more importance on the global environment and human lives than ever before, without changing our mission of striving for the enrichment of the lives of people.

In the new corporate slogan, the word "Kirei" expresses the specific value that Kao desires to provide to society.

We contribute to a thriving future for people all over the world by keeping the planet a viable place to live, eliminating harm and protecting lives, and creating a Kirei life where everyone can live in happiness. With this slogan at its core, Kao aims to contribute to society to an even greater degree and to create a world where all life can coexist and flourish.

We also revised the company logo with the slogan and created the key visual that expresses our message contained therein.

[Company logo with corporate slogan]

The arc that underpins the entire logo symbolizes an uninterrupted view of the horizon, representing our planet. Together, the elements of the logo express Kao's commitment to maintaining a deep connection with people, society, and the planet in various situations, and to moving towards realizing a bright future for all life on Earth.





[Key visual]

This little heart is being raised to the sky.

It represents a pledge to you, to society at large, and to the planet.

Alone, this one heart may be small, but by joining with others, we believe it has the power to change the world. With this little heart, we move towards a shining future where all life can flourish.

The promise made by each and every person here at Kao is expressed in this key visual.

<Related Information>

■Kao Corporation website (Top page)

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

■Kao Corporation website (Our Story page)

<https://www.kao.com/global/en/about/our-story/>

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/>