

## **Kao Launches Project to Save Future Lives from Mosquitoes**

### **Will Distribute *Bioré GUARD Mos Block Serum* Ahead of Product Launch in Thailand**

In February 2022, Kao Corporation is launching a project to save future lives from mosquitoes and will ramp up the campaign to reduce the spread of Dengue fever, an infectious disease also spread by mosquitoes. As part of this project, Kao has applied its original technology to related product development. Firstly, in collaboration with the Thai Ministry of Public Health, Kao will distribute 80,000 units of the product, with a target start date of February 2022 and will donate 6.5 million Thai baht in total, which includes the products, to the Ministry. In addition, the project will comprehensively raise awareness of Dengue fever and promote demonstration and research activities.



Officials from the Thai Ministry of Health and Kao Industrial (Thailand) Co.

- 1st from left: Dr. Darin Areechokchai, Deputy Director of Division of Vector Borne Diseases
- 2nd from the left: Dr. Opas Karnkawinpong, Director-general of Department of Disease Control
- 3rd from the left: Dr. Thongchai Lertwilairatanapong, Deputy Permanent Secretary of Ministry of Public Health
- 4th from left: Mr. Anutin Charnvirakul, Deputy Prime Minister and Minister of Health, Thailand
- 5th from left: Yuji Shimizu, President of Kao Industrial (Thailand) Co., Ltd

As vectors for various diseases that infect people, mosquitoes are said to kill more people than any other creature on earth. Dengue fever is one infectious disease spread by mosquitoes, and has long been a problem in societies throughout Southeast Asia and elsewhere. The effects of global warming are also contributing to the spread of Dengue fever around the world. The developed product is scheduled to be released in Thailand as *Bioré GUARD Mos Block Serum*. In this way, Kao is aiming to realize its mission of “saving future lives” by protecting skin.



## Bioré GUARD

Products to be distributed: *Bioré GUARD Mos Block Serum*

Distribution date: From February 2022

Place of Distribution: Thailand

### Efforts to control the spread of dengue fever in Thailand

Each year in Thailand, large numbers of people are infected with Dengue. The disease has been a longstanding social problem, as most cases of severe Dengue hemorrhagic fever occur in children and can cause death. The number of infections has also been trending higher in recent years.

In June 2021, Kao Industrial (Thailand) launched a joint Thai government agencies–private sector project with the Department of Disease Control of Thailand Ministry of Public Health, the Industrial Estate Authority of Thailand, the National Electronics and Computer Technology Center (NECTEC), Amata Corporation PCL, with the goal of reducing the spread of Dengue fever.

Nong Mai Daeng and Don Hua Lo sub-districts and Amata City Chonburi Industrial Estate in the eastern Thai province of Chonburi have been selected as pilot areas for the joint project. Chonburi Province is an industrial area that also sees large inflows of people and is characterized by high population density. Cases of Dengue fever are confirmed in the province every year. Together with its partners and the local community, Kao Industrial (Thailand) and partners plan to conduct a range of activities, including a campaign to raise awareness of Dengue fever, as well as to improve the system to appropriately treat waste in order to reduce the presence of mosquito larvae.

Moreover, through support for RooTan, a mobile app developed by NECTEC, that provides up-to-date information related to Dengue fever, Kao Industrial (Thailand) and partners are taking steps to provide accurate information to people and prevent the spread of disease. This app provides real-time information about Dengue fever cases and risks in addition to health information updates. For example, people can use the app to get a wide range of information, including about the Dengue fever infection risk, concentration of PM2.5 and the heat index in their current location or a selected area.

Kao will validate the outcomes of these activities together with DVBD and NECTEC as appropriate, in order to contribute to reducing the incidence of Dengue fever in Thailand. In addition, Kao has already conducted fact-finding surveys and fieldwork in Thailand with Dr. Raweewan Srisawat and Dr. Patchara Sriwichai of Mahidol University, and also plans to conduct joint demonstration experiments in the future.



Fieldwork conducted with Mahidol University

Executive Officer Kotaro Nuriya, President, Health & Beauty Care, Consumer Products, Kao Corporation, provided the following comment upon the launch of the project. “Kao has stated its intention to be a company that saves future lives in its Mid-term Plan “K25”. This project is the first concrete step of this mission to save future lives. Going forward, we also plan to expand this activity to other regions of Asia experiencing problems with various infectious diseases spread by mosquitoes. *Bioré* thinks of skin as 'Human Interface' that connects people to other people and to society, and the brand will provide products in a wider range of categories. Clean skin helps people to be able to touch each other and connect with each other. Through the *Bioré* brand, we will build a new business model that helps people, especially those most in need.”

#### Independent research on protecting people from mosquitoes

Kao has also been conducting independent research on how to protect people from mosquitoes in their daily lives. Focusing on the action of mosquitoes, Kao has developed a technology to protect people from their blood feeding via wide spreading of the formulation and cover skin as protection shield. This is a new technology with a mechanism of action that differs from conventional insect repellents such as DEET and Picaridin, which rely on mainly volatile active agents.

Establishing the Kirei Lifestyle Plan in 2019, Kao set its vision of “Sustainability as the only path” in its Mid-term Plan “K25” that kicked off in January 2021, and is striving to use its integrated Group strengths to address social challenges around the world. This project is a prime example of the Kirei Lifestyle Plan's key themes of "Improved Quality of Life" and "Transformative Innovation". Kao will continue to address challenges through its products in order to be a company that saves future lives.

#### <Related Information>

■Kao Sustainability website

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

■Kao launches new ESG Strategy “Kirei Lifestyle Plan” to support consumer lifestyle changes

<https://www.kao.com/global/en/news/sustainability/2019/20190422-001/>

■Kao’s New Challenges for the Future: Accelerating Purposeful Business Commitment with ESG

<https://www.kao.com/global/en/news/business-finance/2019/20190926-001/>

#### 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/>