

## Kao Participates in Cosme Bank Project as a Board Member Company

Begins donation of cosmetic and hair care product packages as Spring-Summer Gifts for Mother's Day

Kao Corporation supports the Bank for Smiles' Cosme Bank Project, which operates under the slogan, "Smiles for Women & the Earth" and is participating as a board member company\*<sup>1</sup> on the Cosme Bank Project management committee.

Through participation in the Cosme Bank Project, Kao aims to make as many people as possible smile with the power of cosmetics and reduce the global environmental impact by reducing waste.

\*1 A company that supports the Cosme Bank Project throughout the year



Greeting card

The Cosme Bank Project was launched in November 2021 by the Bank for Smiles, under the slogan "Smiles for Women & the Earth." The project matches women who cannot get cosmetics due to various reasons, such as financial challenges, with cosmetics whose destination is not decided, and distributes the products to those in need free of charge.

Kao agrees with the project's desire to create as many smiles as possible with the power of cosmetics, and is now participating as a board member company on the Cosme Bank Project management committee. Also, as the first full-scale activity of Cosme Bank Project, Kao began donating Spring-Summer Gifts for Mother's Day, which started being distributed from the week of April 18, 2022. Through this project, Kao has donated about 7,000 cosmetics and hair care products to about 33,000 households, mainly single mothers who are in financial distress.

Going forward, Kao will continue to support the Cosme Bank Project, whose activities are geared toward helping as many women as possible generate positive energy.

### **Spring-Summer Gifts**

The Spring-Summer Gift is a gift package made up of a well-balanced combination of some of the 430,000 products donated by the board member companies of the management committee of the Cosme Bank Project. The packages will be distributed by about 460 support groups and facilities that support single mothers. To cheer on mothers who are working hard on a daily basis, a greeting card with 13 kinds of flower seeds is attached with the desire to bring color and a little leeway to everyday life. Kao donated *ALLIE* Nuance Change UV Gel Happy Share, *freeplus* mild BB cream, *freeplus* mild shower trial and *Essential* Smart Style Shampoo & Conditioner Mini Set 90ml.



Before participating in the Cosme Bank Project, Kao has engaged in activities such as providing free health care products to medical professionals engaged in infectious disease control and those working at health centers in the hope that its products will be useful to as many people as possible. Going forward, Kao will continue to contribute to the prosperous future of people and to implement initiatives aimed at realizing a sustainable society.

<Related information>

Bank for Smiles Website: Cosme Bank Project

<https://cosmebank.jp/> (Japanese)

### **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 1,420 billion yen in annual sales. Kao employs about 33,500 people worldwide and has 135 years of history in innovation. Please visit the Kao Group website for updated information.

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

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