

FOR IMMEDIATE RELEASE

July 8, 2022

Kao Uses Chemically Recycled PET Material for the Inner Plate in Foundation Makeup

Promote Initiatives Aimed at Realizing Horizontal Recycling of Plastic Cosmetic Containers

Beginning with the materials used to make the inner plate of the makeup brand *media*'s new powder foundation, the Kao Corporation is incorporating the use of chemically recycled PET (polyethylene terephthalate) material manufactured by PET Refine Technology Co., Ltd., a group company of JEPLAN Inc., using the chemical recycling technology* maintained by JEPLAN. Kao will progressively introduce chemically recycled PET materials starting in July of this year.

Through this initiative, Kao will reduce the amount of virgin plastic used in the makeup category of the Kao cosmetics business, promote sustainable manufacturing, and further promote efforts to realize horizontal recycling of plastic cosmetic containers.

* After chemically breaking down used PET material to remove impurities, it is recycled and used as the raw material PET resin. This technology is excellent in that it can be regenerated with the same physical properties and quality as those derived from petroleum.



Images of the inner plate of foundation makeup

Kao began using chemically recycled PET materials from the skin care product containers of the cosmetics brand *Twany* in June 2021, and has been gradually expanding their use to a number of brands. In collaboration with JEPLAN, Kao is also working on a horizontal recycling field test where used cosmetics bottles collected from customers at stores are turned into new plastic cosmetic bottles.

On the other hand, powder foundations have traditionally been able to be used by repeatedly refilling the compact case. Depending on the features of the product, the refill can be an inner plate made of virgin PET material or aluminum.

The inner plate, which is made of virgin PET material, will be gradually switched to chemically recycled PET material of the same quality. Kao continues to promote more environmentally friendly and sustainable manufacturing.

In the future, similar to the plastic bottles that use chemically recycled PET materials initiative which we are already working on, Kao will also consider other initiatives to achieve horizontal recycling and realize plastic circularity in society.

In April 2019, the Kao Group established its ESG strategy, the Kirei Lifestyle Plan and has set “Zero Waste” as one of its leadership action themes. The recycling field test is an initiative that contributes to this leadership action theme. Through full-scale utilization of recycled plastic for plastic packaging containers in Japan, in addition to the various approaches deployed to date, Kao is working to realize plastic circularity in society.

Kao will continue to integrate its ESG strategy into its management practices and develop its business. It will also aim to provide better products and services for consumers and society while working toward its purpose, “To Realize a Kirei World in Which All Life Lives in Harmony.”

<Related Information>

■ Kao Aims for Material Recycling of Plastic Bottles for Cosmetics, Begins Using Chemically Recycled PET Material

<https://www.kao.com/global/en/news/sustainability/2021/20210602-001/>

■ Kao Begins Field Testing of In-store Collection and Recycling of Used Bottles

<https://www.kao.com/global/en/news/sustainability/2022/20220127-002/>

■ Kao and KOSÉ to Start Cooperating on the Horizontal Recycling of Cosmetic Plastic Bottles and Recycling Cosmetics into Paints Initiative

<https://www.kao.com/global/en/news/business-finance/2022/20220224-001/>

■ 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/>

■ JEPLAN website

<https://www.jeplan.co.jp/en/>

About Kao

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. 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/>