

Kao to Support Beauty School Students by Donating Cosmetics from the Prestige Brand *Lunasol*

Starting in July 2022, Kao Corporation is donating discontinued and other products from Kanebo Cosmetics' prestige brand *Lunasol* to Belle époque College of Beauty for use as teaching aids. Additionally, on July 12, a special class was conducted by the *Lunasol* brand team and an artist from the Kao Beauty Research and Creation Center using the donated products. Kao plans to develop on this initiative by continuing to work in conjunction with Belle époque College of Beauty in the future.

Donating materials for teaching purposes falls within the scope of activities supporting next-generation education, while also connecting to product waste reduction efforts.



■ Kao's support of Belle époque College of Beauty

Through this program, approximately 6,500 products are being donated in total, including discontinued and limited-edition items.

The special class that was held on July 12 consisted of a brand overview and explanation by a marketing representative, a presentation by a product development representative that included behind-the-scenes stories of how the donated products were developed, and a lecture about cosmetics by an artist from the Kao Beauty Research and Creation Center.

Kao plans to collaborate with Belle époque College of Beauty going forward through a variety of initiatives and projects that focus on providing training and support to future makeup artists, including the continued donation of products to serve as teaching materials.

■ Previous product waste reduction initiatives at *Lunasol*

Aiming to lighten its environmental impact, *Lunasol* has poured energy into efforts to reduce product waste. For example, innovations implemented in 2021 change how products are launched. Rethinking the conventional approach in which a multicolor lineup of new items is launched four times a year, *Lunasol* switched in 2021 to six product launches per year, each featuring limited-edition items that can be used to create two fresh recommended makeup looks. As a result of this change, all new

products appear as the main colors worn by models in advertisements, leading to more balanced sales and a reduction in waste. Moreover, supply and demand projections stemming from presale events at e-commerce sites and specially designated shops are expected to boost precision in production volume going forward.

Kao will continue to strive for the creation of a sustainable society through the ongoing pursuit of initiatives that are kind to people, society and the Earth.

Related Information:

Belle époque College of Beauty website: <https://www.belle.ac.jp/> (Japanese)

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 business, 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/>

*This news release is a translation of a Japanese-language news release dated July 11, 2022.