

FOR IMMEDIATE RELEASE

September 30, 2022

Kao Group's Pink Ribbon Campaign Raises Awareness for Early Detection of Breast Cancer

The Kao Group will conduct, as part of its corporate citizenship activities, the Kao Group Pink Ribbon Campaign 2022 from October 1 to November 30, to partially coincide with the Breast Cancer Awareness Month of October.



Even though the survival rate for breast cancer increases with early detection and treatment, the rate of breast cancer screenings is lower in Japan than in Western countries, and the mortality rate from breast cancer is trending higher. Worldwide, breast cancer is also the form of cancer with the highest number of women as patients.

Believing in the importance of improving individuals' health awareness as well as building a culture of people supporting each other, since 2007 Kao Group has been conducting a wide range of activities for the early detection of breast cancer and for people with breast cancer to be able to live fulfilling lives in society, under the slogan "For you and your loved ones."

【2022 activities】

- Support for the Project of Cancer Education by Pink Ribbon Advisors^{*1}



Lesson led by a Pink Ribbon Advisor

Kao is continuing its support for the Project of Cancer Education by Pink Ribbon Advisors organized by the Japan Society of Breast Health^{*2}, in which Pink Ribbon Advisors who are cancer survivors

serve as instructors and give lessons at junior high and high schools. Based on their own experience, the instructors communicate accurate information about cancer and breast cancer for the purpose of increasing students' awareness about their health. Having people who have survived cancer serve as instructors also creates an opportunity for cancer survivors to play a role in society. Students who participated in the lessons provided feedback such as, "I learned things about cancer that only someone who has had it understands, and I want to use what I learned in today's lesson if myself, a friend or someone in my family gets cancer," and "Before the lesson I had only heard of breast cancer and liver cancer, but I learned about other types of cancer and their risk factors, and I want to share this information with my family and be more aware." This feedback shows how the lessons are helping raise awareness for health not only among the participants, but also among their families and friends.

*1 Private qualification by the Japan Society of Breast Health aimed at communicating the importance of breast cancer screening and early detection of breast cancer.

*2 Japan's first breast cancer awareness group established in 2000 toward the reduction of mortality rate due to breast cancer.

■ Brand-led activities

• *Laurier* sanitary napkin brand

Laurier will communicate the importance of early detection and treatment of breast cancer and cervical cancer and conduct a limited-time general brand campaign in support of women's health. In addition to conducting a fundraising campaign on the official *Laurier* Twitter account, special content will also be released on the brand website.

Laurier: <https://www.kao.co.jp/laurier/> (Japanese)



• *KANEBO* cosmetics brand

During the Pink Ribbon Campaign period, Kanebo Cosmetics will introduce in *KANEBO* stores and on its official website a self-examination method using *KANEBO Body Lipid Wear*. A portion of sales of eligible products sold in Japan will also be donated to the Project of Cancer Education by Pink Ribbon Advisors.

KANEBO: <https://www.kanebo-global.com/global/en/>

KANEBO



• *Twany* cosmetics brand

Beauty counselors will pass out leaflets with instructions on how to perform self-examinations and samples of body cream that can be used with self-examinations (limited quantities).

Twany: <https://www.kanebo-cosmetics.jp/twany/> (Japanese)

■ Global activities

Some overseas Kao Group companies in Asia and Europe will provide information about breast cancer and self-examinations at their retail counters and in digital communications.

With the corporate purpose “To realize a Kirei World in which all life lives in harmony,” Kao Group has been implementing the Kao Group Mid-term Plan 2025 (K25) since 2021 with its vision of “protecting future lives” and “sustainability as the only path.” The Kao Group will continue supporting women through various activities so that they can live beautifully and lead healthy lives.

<Related Information>

- “Kao Group Pink Ribbon Campaign 2022” special website (planned for launch on October 1, 2022)
<https://www.kao.com/jp/pinkribbon/eng/>

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/>