

FOR IMMEDIATE RELEASE

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Kao Group Conducts Its Pink Ribbon Campaign

Developing a Self-check Method That Is Simple to Integrate into Everyday Self-care

The Kao Group will conduct, as part of its corporate citizenship activities, the Kao Group Pink Ribbon Campaign 2023 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."

2023 Activities

Developing an original self-check method that is simple to integrate into everyday body care

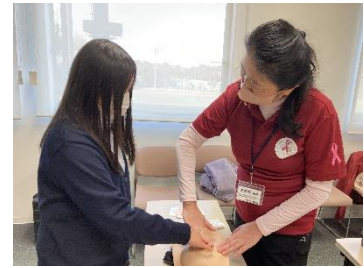
More than half of individuals diagnosed with breast cancer visited a doctor after noting abnormalities in their breasts during a self-examination^{*1}. It is critical to know the state of your breasts on a daily basis in order to recognize changes, but it is difficult to establish a practice of monthly self-checking. (From a collaborative survey conducted by Kao and the Japan Society of Breast Health^{*2})

Therefore, a unique Kao Group self-check method was developed under the supervision of the Japan

Society of Breast Health*². This action is simple to add into your regular body washing and moisturizing routine, so it is easy to perform a self-check. Kao's goal is to help its customers establish self-checking as a habit. Kao will also design a sheet with self-check procedures that can be put on wet bathroom walls, etc., and will be utilized in educational activities during events and on-site presentations.

Support for the Project of Cancer Education by Pink Ribbon Advisors*³

Kao will continue to support the Japan Society of Breast Health's Project of Cancer Education by Pink Ribbon Advisors, in which Pink Ribbon Advisors who have had cancer act as instructors and teach classes about cancer in junior high and high schools. The instructors' goal is to help students become more health conscious by imparting accurate knowledge about cancer and breast cancer based on their personal experiences, which leads to greater health awareness not only for the students, but also for their families and the people around them.



*1 From the Japanese Breast Cancer Society's report of clinical statistical studies on registered mammary cancer patients in Japan 2019.

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

*3 Private qualification by the Japan Society of Breast Health aimed at communicating the importance of breast cancer screening and early detection of 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* SNS account and donating a portion of the contributions to the Pink Ribbon Advisors Cancer Education Project, special content will also be released on the brand website.



[Laurier official website](#) (Japanese)

● KANEBO cosmetics brand

During the 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 official website](#)

KANEBO



● **LISSAGE cosmetics brand**

Over the course of the campaign, a self-check method using *LISSAGE Bathtime Body Serum* will be introduced at *LISSAGE* stores and on its official website. Also, a portion of product sales will be donated to the Japan Society of Breast Health's initiative to support the training of ultrasound technicians.
[LISSAGE official website](#) (Japanese)

LISSAGE



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 since 2021 with its vision of “protecting future lives” and “sustainability as the only path.” The Kao Group will continue supporting consumers through various activities so that they can live beautifully and lead healthy lives.

Related Information

- [Kao Group Pink Ribbon Campaign 2023 special website \(planned for launch on October 1, 2023\)](#)
- [Japan Society of Breast Health website \(certified NPO\)](#) (Japanese)

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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 1,550 billion yen in annual sales. Kao employs about 35,400 people worldwide and has 136 years of history in innovation. Please visit [the Kao Group website](#) for updated information.