

Information

February 9, 2024

The GUARD OUR FUTURE Project

“Likes*1” for Saving Future Lives from Mosquitoes The *Bioré* Brand Launches a Social Media Campaign in Asia

As part of efforts to help control dengue fever, Kao Corporation will launch the #GUARD_OUR_FUTURE “Likes*1” Campaign from February 14 to March 14, 2024. Based on “likes” received by *Bioré* official social media accounts in 10 countries and regions in Asia, Kao will donate *Bioré GUARD Mos Block Serum*.

*1 Only “likes” for certain campaign posts on *Bioré* official social media accounts in 10 Asian countries and regions during the campaign period are eligible.

#GUARD_OUR_FUTURE



**2024 Global Social
Media Campaign**

For every “like” you give to our #GUARD_OUR_FUTURE posts on social media, *Bioré* will donate a *Bioré Guard Mos Block Serum*, our repellent product, to a country or area in need.



1 LIKE ❤️ 1 GUARD ❤️

**Campaign will be run in
10 countries and areas.**



Background

As part of Kao’s vision of “Protecting future lives—Sustainability as the only path,” the GUARD OUR FUTURE project, an initiative to save future lives from mosquitoes and Kao’s work symbolizing this vision, has been operating since June 2022. Infectious diseases spread by mosquitoes claim approximately one million lives a year. In Southeast Asia and other parts of the world, dengue fever has been a long-standing societal issue. Additionally, global warming and increasing urbanization are expected to widen mosquitoes’ habitat, meaning that more and more areas will be affected by mosquito-borne diseases.

The GUARD OUR FUTURE project is currently in effect in Thailand to help decrease dengue fever by mosquito bite, centering on offering *Bioré GUARD Mos Block Serum*, a product launched by skin care brand *Bioré*. The product, developed by Kao, prevents mosquitoes from staying on the skin.

The Campaign

Bioré official social media accounts in 10 countries and regions will collaborate on this campaign. Based on “likes” received on eligible postings, Kao will donate *Bioré GUARD Mos Block Serum* to regions increasingly under threat from dengue fever.

- Campaign period: February 14-March 14, 2024
- Donation period: to December 31, 2024
- Participating social media accounts:

Facebook	
Bioré Hong Kong	https://www.facebook.com/BioreHongKong
Bioré India	https://www.facebook.com/people/Bior%C3%A9-India/100063921498540/
Biore Guard Indonesia	https://www.facebook.com/bioreguard.id/
Women's World/ Bioré Indonesia	https://www.facebook.com/idbiore/
Men's World/ Men's Bioré Indonesia	https://www.facebook.com/idmensbiore/
Biore Malaysia	https://www.facebook.com/KaoBioreMalaysia/
Men's Biore Malaysia	https://www.facebook.com/MensBioreMalaysia/
Bioré Philippines	https://www.facebook.com/BiorePH/
biore Singapore	https://www.facebook.com/BioreSG/
Bioré Taiwan	https://www.facebook.com/bioretw/
Biore Thailand	https://www.facebook.com/Biorethailand
Bioré Vietnam	https://www.facebook.com/biorevn/
Bioré GUARD Vietnam	https://www.facebook.com/BioreGUARDVietnam/
Men's Biore Vietnam	https://www.facebook.com/mensbiorevn/

Instagram	
Bioré Hong Kong Official	https://www.instagram.com/biorehk_official/
Bioré India	https://www.instagram.com/bioreindia/
Biore Guard Indonesia	https://www.instagram.com/bioreguard.id/
Biore Women Indonesia	https://www.instagram.com/id.biore/
Men's World/ Men's Biore Indonesia	https://www.instagram.com/idmensbiore/
Biore Malaysia	https://www.instagram.com/bioremalaysia/
MEN's Bioré Malaysia	https://www.instagram.com/mensbiore_malaysia/
Bioré Philippines	https://www.instagram.com/bioreph/
Bioré Singapore	www.instagram.com/bioresg
Bioré Taiwan	https://www.instagram.com/bioretw/
Biore Thailand	https://www.instagram.com/biore_thailand/
Bioré Vietnam	https://www.instagram.com/biore.vn/

Weibo	
Bioré China	https://weibo.com/kaobiore

Kao promotes the GUARD OUR FUTURE project, an initiative for protecting future lives from mosquito-borne infectious diseases, as both business activities and projects for solving societal issues.

About Bioré GUARD Mos Block Serum

Bioré is a skin care brand offering a range of products to make life more secure and comfortable. Bioré views the skin as a “human interface” that connects people to other people and to society and that is a part of everyday life. Based on the idea of applying an additional, protective layer on the skin’s surface, Bioré offers a range of skin protection guarding against environmental stressors like UV rays, intense heat and infectious diseases.



Bioré GUARD Mos Block Serum, which offers skin protection from mosquito-borne infectious diseases, is a serum that conditions the skin to make it difficult for mosquitoes to stay on skin. With a light texture similar to body lotion, it protects the skin from mosquitoes. Focusing on the actions of mosquitoes when they land on the skin, the product employs a new technology making use of the skin’s wetting phenomenon. *Bioré GUARD Mos Block Serum*, on sale in Thailand since June 2022, will also be offered in other areas where dengue fever is prevalent*².

*² There are currently no plans to launch this product in Japan.

Related Information

2022/06/15 News Release: [Kao Launches Bioré GUARD Mos Block Serum, a Newly-developed Mosquito Repellent Product, in Thailand](#)

The GUARD OUR FUTURE project site: [The initiative “Saving Future Lives from Dengue Fever, an Infectious Disease Spread by Mosquitoes”](#)

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.

Media inquiries should be directed to:

Public Relations

Kao Corporation

Tel.: +81-3-3660-7043