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Kao Launches *Bioré Zero*, a New Product Series Based on the Concept of “Wearing Comfort on Your Skin”

On March 2, 2024, Kao Corporation will launch a new series named *Bioré Zero* that frees people from humidity and temperature stress*¹. *Bioré*'s new skin protection proposal is to “wear comfort on your skin” and is based on the idea of applying an additional, protective layer on the skin's surface. Kao plans to launch the series gradually in other areas in Asia during 2024. *Bioré Zero* supports a comfortable daily life free of discomforts such as perspiration and stickiness.

*¹ Discomfort from perspiration and stickiness

Free yourself from humidity and temperature stress*¹!



A long-lasting powder veil that continues to keep you comfortable



Leading up to the launch

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. Since its inception in 1980, *Bioré* has continued to propose new ways to help consumers live comfortably in accordance with the times, using its scientific expertise to keep skin healthy. Kao's first perspiration wiping sheet product, the *Bioré Sara Sara Body Powder Sheets* was released in 1999. From then, *Bioré* has continued to offer innovative ideas while continuing to lead the market as the No. 1*² best-selling brand in the women's perspiration wiping sheets category.

*² Intage SRI+® (Nationwide Retail Store Panel Survey) women's perspiration wiping sheets market, *Bioré* brand cumulative sales amount from January 2017 to December 2023

In recent years, climate change has made the world hotter and more humid, and around 80% of people in Japan feel discomfort because their skin becomes sticky as a result of sweat and stuffiness. Also, around 70% of people desire to get rid of discomfort from perspiration and stickiness (according to a survey conducted by Kao in May 2022). The summer of 2023 was one of a record-breaking heat in Japan, and now countermeasures against perspiration and stickiness are taken to ensure one’s personal comfort, similar to odor and cleanliness etiquette.

Kao is now launching *Bioré Zero* that focuses on humidity and temperature stress, one of the stresses that consumers endure in hot and humid settings. This is *Bioré’s* new skin protection proposal, based on the idea of applying a protective veil over your skin and keeping it comfortable for an extended period of time by continuing to dry perspiration.

Product features

Bioré Zero Sheet has two functions that could not be achieved with *Bioré’s* conventional wiping sheets*³: it contains a high powder content while being soaked in plenty of liquid. This is a next generation sheet that keeps consumers comfortable even in hot and humid environments. It has qualities like “plenty of liquid when wiping your skin” and “instant smooth powder feel after wiping your skin.” This newly developed technology “long-lasting powder veil” uses high transpiration powder, that continues to dry sweat and wraps around the skin like a veil, leaving it feeling dry for a long time. Using it in the morning before leaving will keep you comfortable even if you sweat while commuting to work, school, or during other activities throughout the day.


*³ *Bioré Sara Sara Body Powder Sheets, Bioré Z Sarahiya Body Sheets*



Bioré Zero Sweat Care Lotion for Bathing is a body lotion that is applied to the skin after bathing and then rinsed off in the shower. The unique shower-type spray cap makes it easy to use, especially on your back, which is difficult to reach. This product, like the *Bioré Zero Sheets*, employs long-lasting powder veil technology to continually dry sweat, leaving skin feeling silky and comfortable from the moment you step out of the bath until you get up the next morning.

Kao will continue to contribute to the creation of a healthy and pleasurable lifestyle for customers by proposing products of *Bioré* brand that help them to live comfortably.

Product overview

Product name	<i>Bioré Zero Sheets</i>
Content amount	20 sheets
Product features	Plenty of liquid during use but dries instantly after wiping Long-lasting powder veil for comfort that lasts

	<ul style="list-style-type: none"> ● Sweat-drying powder wraps around your skin like a veil, keeping it smooth and comfortable. ● Just one large sheet (230mm x 200mm) can wipe your entire body. ● Choose from five options based on your taste and scent preferences. <div style="text-align: center;">  <p>Unscented Light Soap scent Lovely Floral scent Cool: Unscented Cool: Refreshing soap scent</p> </div>
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Product name	<i>Biore Zero Sweat Care Lotion for Bathing</i>
Content amount	200 ml
Product features	<p>Use it in the bath to keep your skin smooth and comfortable until you wake up the next morning.</p> <p>A long-lasting powder veil that continues to keep you comfortable even when blow drying after a bath or perspiring while sleeping.</p> <ul style="list-style-type: none"> ● Sweat-drying powder wraps around your skin like a veil, keeping it smooth and comfortable. ● Unique shower-type spray cap makes it easy to reach your back, which is difficult to reach. ● Contains cooling ingredient (menthol) ● Contains moisturizing ingredients (BG) that conditions the skin ● Unscented <div style="text-align: right;">  </div> <div style="text-align: center; margin-top: 20px;">  <p>Apply to wet skin after washing Rinse off in the shower to complete the veil Gently dry with a towel</p> <p>Unique shower-type spray cap makes it easy to reach your back When water is repelled from your skin, the veil is complete Stays smooth and comfortable</p> </div>

Note 1: There is no recommended retail price.

Note 2: The packaging for the preceding series *Biore Z's Smooth Skin Sheets*, roll-on deodorant (quasi-drug) and foot cream has been revised.

Launch date and region

March 2, 2024 / Japan

Scheduled to be launched in Taiwan, Hong Kong and Singapore in 2024.

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.

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