

FOR IMMEDIATE RELEASE

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The **GUARD OUR FUTURE** Project

Kao Expands Its Initiative to Protect Future Lives from Mosquito-borne Diseases

Bioré GUARD Mos Block Lotion to Go on Sale in Singapore

Kao Corporation will launch *Bioré GUARD Mos Block Lotion*, a product utilizing a distinctive technology developed by the company, in Singapore in March 2024. This is a sister product of *Bioré GUARD Mos Block Serum*, launched in Thailand in 2022. Kao is also planning to launch the product* in Taiwan, Hong Kong and Malaysia during 2024.

Kao debuted its **GUARD OUR FUTURE** project, aiming to protect against mosquito-borne diseases, in Thailand in 2022. By expanding availability in Southeast Asia, where dengue fever has long been a societal issue, the project hopes to deliver product more broadly and, together with a range of other initiatives, help resolve issues facing populations in the region.

* Product name and description will vary depending on the region.



Bioré GUARD Mos Block Lotion, set to be launched in Singapore

Background

Dengue fever, an infectious disease spread by mosquitoes, has been a major societal issue in Southeast Asia and other parts of the world for many years. Global warming and increasing urbanization are also widening mosquitoes' habitat, and occurrences of dengue fever are rising. This has also been the case in Singapore, which has seen a large increase in dengue fever cases since 2020, a trend that is expected to continue this year. To prevent dengue fever outbreaks there, the National Environment Agency (NEA) is actively promoting measures encouraging citizens to protect themselves from mosquito bites and prevent mosquitoes from proliferating.

Focusing on the actions of mosquitoes when they land on the skin, Kao developed a new technology making use of the skin’s wetting phenomenon. The technology’s mechanism, which makes it difficult for mosquitoes to stay on the skin, differs from that of conventional insect repellents using volatile active ingredients such as DEET or Picaridin. Applying this technology, Kao developed a non-greasy mosquito repellent with a light texture similar to body lotion, which was launched in Thailand under the name *Bioré GUARD Mos Block Serum* in June 2022. A sister product, *Bioré GUARD Mos Block Lotion*, will go on sale in Singapore.

Product features

The product is an insect-repelling lotion utilizing technology developed by Kao that makes it difficult for mosquitoes to stay on the skin.

- Non-greasy mosquito repellent with a light texture similar to body lotion protects against mosquitoes
- Can be used anywhere, any time
- Formulated with citronella oil

* DEET-free

Product name	Scents	Net contents	Region
<i>Bioré GUARD Mos Block Lotion</i>	Floral	100g	Singapore
	Lavender		

On sale March 2024

Note: The product will also be launched in Taiwan, Hong Kong and Malaysia during 2024. Product name and description will vary depending on the region. There are no plans to sell the product in Japan.

About the *Bioré* Brand

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.

The GUARD OUR FUTURE Project

In Southeast Asia and many other parts of the world, dengue fever, a mosquito-borne infectious disease, is a societal issue that threatens the lives of many people, particularly children.

Wishing to contribute to solving such issues through its research, Kao launched its GUARD OUR FUTURE project—centered on the innovative concept of a product that keeps mosquitoes away from people’s skin and thus prevents mosquito bites—globally to protect future lives from mosquitoes. Along with delivering this distinctive technology to as many people in need as possible, Kao takes part in many other activities intended to solve the problem.

Related Information

- [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.

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