

FOR IMMEDIATE RELEASE

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Expansion of the Initiative to Protect Future Lives from Mosquitoes — *Bioré GUARD Mos Block Serum* Launch in Malaysia Collaboration with the Government of Selangor and Takeda Malaysia

Kao Corporation will launch *Bioré GUARD Mos Block Serum* in Malaysia in July 2024. This repellent is formulated with a unique anti-landing technology to prevent mosquitoes from landing on the skin to feed.

The announcement was made in conjunction with the expansion of Kao's GUARD OUR FUTURE project to “protect future lives from mosquitoes” through a collaboration between the Government of Selangor and Takeda Malaysia.



Bioré GUARD Mos Block Serum
to be sold in Malaysia

Background

Dengue fever has been a major societal issue throughout Southeast Asia for many years. Global warming and increasing urbanization have broadened the habitats for mosquitoes, and the threat to human life posed by dengue fever continues to increase year by year. According to data from Malaysia's Ministry of Health, the number of dengue cases in Malaysia has been rising in 2024 compared with the same period last year, with 18,427 cases recorded in the first five weeks of 2024 (up 65% from 2023).

Following the Kao Group Mid-term Plan 2027, which promotes the vision of “Protecting Future Lives,” Kao aims to become the number-one essential company for individuals across the world with leading-edge solutions. As part of this plan, the GUARD OUR FUTURE project in Malaysia aims to decrease dengue fever by mosquito bite. *Bioré GUARD Mos Block Serum*, formulated with a unique mosquito repellent technology, will go on sale in July 2024 as an extension of Kao's efforts to find solutions to societal issues.

About *Bioré GUARD Mos Block Serum*

The *Bioré GUARD Mos Block Serum* product, to be launched in Malaysia, is a mosquito repellent cream with unique anti-landing technology that focuses on the structure of mosquitoes' legs. The product alters the skin's surface giving it properties disliked by mosquitoes and preventing them from

staying long enough on the skin to bite^{*1}. The cream is light and pleasant on the skin, like body lotion. It spreads thinly and evenly and is not sticky.

^{*1} News Releases from December 9 2020 [Kao | Technology for Preventing Mosquito Bites Developed by Creating a Skin Surface Mosquitoes Dislike](#)
[—Protecting Against Mosquito-borne Infectious Disease—](#)

Product name	Scents	Net contents	Price
<i>Bioré GUARD Mos Block Serum</i>	Fresh Lavender	100g	RM24.90
	Sweet Blossom		

- Anti-landing technology blocks mosquitoes from landing on the skin
- Up to 8 hours of protection
- DEET-free
- Available for purchase at major pharmacies and retailers nationwide in Malaysia
- Product name and description will vary depending on the region.

Donations from the GUARD OUR FUTURE global social media campaign

Kao conducted the #GUARD_OUR_FUTURE “Likes” Campaign^{*2} on official social media accounts in 10 Asian countries and regions for the *Bioré* brand from February 14 to March 14, 2024. More than 16,000 “Likes” were received in the four-week period, winning favor for Kao’s activities with many people. Based on the results, in May 2024, Kao agreed to donate 61,080 units of *Bioré GUARD Mos Block Serum* (50g, not for sale) to the state of Selangor, Malaysia, to match the number of dengue fever cases in Selangor in the previous year. These products will be distributed through Kao’s “GUARD OUR FUTURE” activities in Malaysia.



^{*2} News Releases from February 9 2024 [Kao | “Likes” for Saving Future Lives from Mosquitoes: The Bioré Brand Launches a Social Media Campaign in Asia](#)

About GUARD OUR FUTURE project in Malaysia

Malaysia has several hotspots for dengue fever, and Selangor is an area with the largest number of cases of infection. To reduce the impact of dengue fever, communities must work together to combat it. Kao Malaysia therefore signed a memorandum of agreement (MoA) with the Selangor State Government, and a memorandum of understanding (MoU) with Takeda Malaysia to prevent infections of dengue fever. Kao Malaysia will promote activities in collaboration with these two organizations.

Efforts in 2024

- Awareness talks about the dangers of dengue fever and ways to prevent and reduce transmission

- Community engagement in 50 selected schools
- Three community clean-up sessions in selected dengue hotspots in Selangor

Comment from Puan Jamaliah Binti Jamaluddin, Public Health and Environment EXCO, Selangor State Government

“The Selangor State Government through the Selangor State Public Health Committee will implement the Dengue Prevention Program in Selangor with Kao (Malaysia) Sdn. Bhd. by providing education and exposure to the public about the dangers of dengue fever. We will also be sharing preventive measures that need to be carried out following the increase in dengue fever cases in the State of Selangor. As a part of this program, we will organize educational workshops and gotong-royong activities around Selangor together with Kao Malaysia along with the distribution of Bioré Guard Mos Block Serum to participants. The Selangor State Government welcomes cooperation with the private sector in public health programs as a strategic step to increase the literacy level of the local community towards more effective and efficient public health care. This public-private partnership is also in line with the Selangor State Government’s commitment in ensuring the health of the people of Selangor.”

Comment from Akira Nishimaki, President of Kao Malaysia

“Kao Malaysia celebrated its 50th anniversary last year. In the Kao Group Mid-term Plan (K27), we have set a vision of protecting future lives and have been taking a tactical approach to solving a range of societal problems that the world faces. In Malaysia and other ASEAN areas, mosquito-borne infectious diseases are a serious problem, and protecting children’s lives from these diseases is an urgent issue. Kao Malaysia will promote GUARD OUR FUTURE initiative in collaboration with the Government of Selangor and Takeda Malaysia, who share the same vision. We hope that through these efforts we can contribute to the enrichment of local communities and the lives of the people of Malaysia.”

About Kao Malaysia

Kao Malaysia Sdn. Bhd. was established in 1973 as an overseas subsidiary of Kao Corporation, the No. 1 toiletry manufacturer in Japan, with 137 years of history. In Malaysia, Kao brands have grown over the years in the Malaysian beauty care, home care and sanitary industries, marketing a wide range of products and brand such as *Bioré*, *Liese*, *Curel*, *MegRhythm*, *Attack*, *Magiclean*, *Laurier* and *Merries*.

About Bioré

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.

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 1,530 billion yen in annual sales. Kao employs about 34,300 people worldwide and has 137 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

Related Information

[Kao | Saving Future Lives from Dengue Fever, an Infectious Disease Spread by Mosquitoes GUARD OUR FUTURE](#)

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