

December 18, 2024

Kao Certified as a Water Cycle ACTIVE Company in Japan by the Secretariat of the Headquarters for Water Cycle Policy

Kao Corporation has recently been recognized as a Water Cycle ACTIVE Company, which is actively implementing initiatives related to water cycle, under the Water Cycle Company Registration and Certification System established by the Secretariat of the Headquarters for Water Cycle Policy. By increasing incentives through certification and further promoting corporate initiatives, this approach seeks to address the water cycle across society. This system, created in fiscal 2024, has seen 89 businesses receive certification. The certification has two categories—Water Quantity & Quality and Human Resources & Funds—both of which recognize initiatives that contribute to water cycle improvement. Kao received certification for its Reducing Water Usage at All Sites initiative and Let's Save Water Together program. Sixteen companies received certification in both categories.



Reducing water usage at all sites

Kao promotes water conservation in all its production, research and business activities. Kao is trying to reduce and reuse water from its plants using the 3R (Reduce, Reuse, Recycle) principle, where water is used for compounding products, cleaning and cooling equipment, believing that such efforts will also lead to the conservation of watersheds that are used for irrigation.

Let's Save Water Together program

Kao offers a program called “Let's Save Water Together” that can be incorporated into elementary school classes in Japan to help children learn water-saving behaviors. Furthermore, by passing on the water-saving behaviors learned by those students to their families, Kao aims to expand water-saving to people of all ages.



In 2019, the Kao Group established its ESG strategy, the Kirei Lifestyle Plan. Since 2021, the Kao Group has been promoting the Kao Group Mid-term Plan with its vision of “protecting future lives” and “sustainability as the only path.” The above initiatives from Kao address water conservation, one of the leadership actions in the Kirei Lifestyle Plan. The Kao Group will continue to integrate its ESG strategy into its management practices. It will also develop its business, provide better products and services for consumers and society, and work toward its purpose, “to realize a Kirei world in which all life lives in harmony.”

* This news release is a translation of a Japanese-language news release dated December 6, 2024.

About the Kirei Lifestyle Plan

Over the past 130 years, Kao has worked to improve people’s lives and help them realize more sustainable lifestyles—a Kirei Lifestyle. The Japanese word ‘kirei’ describes something that is clean, well-ordered and beautiful, all at the same time. The Kao Group established its ESG strategy Kirei Lifestyle Plan in April 2019, which is designed to deliver the vision of a gentler and more sustainable way of living. By 2030, Kao aims to empower at least 1 billion people, to enjoy more beautiful lives and have 100% of its products leave a full lifecycle environmental footprint that science says our natural world can safely absorb.

Please visit [the Kao sustainability website](#) for more information.

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.

Media inquiries should be directed to:

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Related Information

News Release from April 2019

[Kao launches new ESG Strategy “Kirei Lifestyle Plan” to support consumer lifestyle changes](#)

News Release from September 2019

[Kao's New Challenges for the Future: Accelerating Purposeful Business Commitment with ESG](#)

[Kao sustainability website](#)

[Kao website: Water conservation](#)