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May 14, 2025

Cross-industry collaboration in PET chemical recycling to expand sourcing of feedstocks for non-food contact materials

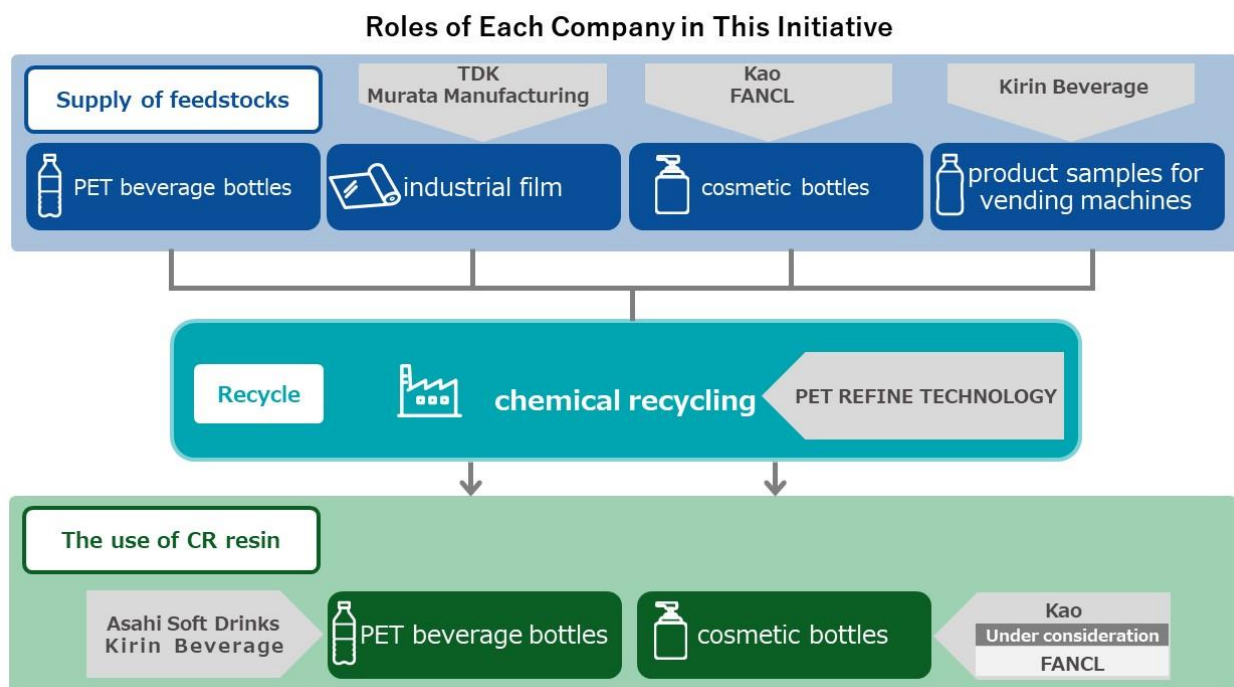
TOKYO, May 13, 2025 – The following nine companies are launching an initiative that uses PET^{*1} beverage bottles and non-food-use PET in the chemical recycling^{*2} (CR) process to produce recycled beverage bottles: Kao Corp. (Kao), Kirin Holdings Co., Ltd (Kirin Holdings), JEPLAN, INC. (JEPLAN), TDK Corp. (TDK), Murata Manufacturing Co., Ltd. (Murata Manufacturing), FANCL Corp. (FANCL), Kirin Beverage Co., Ltd. (Kirin Beverage), PET REFINE TECHNOLOGY CO., LTD. (PET REFINE TECHNOLOGY), and Asahi Soft Drinks Co., Ltd. (Asahi Soft Drinks). The initiative to recycle non-food contact material grade PET materials into PET beverage bottles is the first of its kind in Japan.^{*3}

This initiative aims to address the issue that the current recycling methods do not achieve an adequate level of PET resource recycling, expanding non-food contact PET as a CR feedstock in the production of PET beverage bottles.

*1: Abbreviation for polyethylene terephthalate.

*2: A recycling method whereby PET is broken down to the molecular level and impurities such as pigments and metals are removed to be recycled into PET resin of the same quality as that derived from petroleum.

*3: Based on JEPLAN research.



In this initiative, in addition to used PET beverage bottles, PET used not for food contact, including industrial film and cosmetic bottles, as well as product samples for vending machines, will be used as feedstocks for CR. TDK and Murata Manufacturing will supply scrap material from industrial PET film used in the manufacture of electronic components. Kao and FANCL will supply used cosmetic bottles collected in shops. Kirin Beverage will supply product samples for vending machines when those product samples become obsolete. PET REFINE TECHNOLOGY will then carry out CR for companies that plan to use the CR resin. These companies will evaluate the quality of the CR resin and then consider adopting it for use in beverage and cosmetic bottles. Kirin Beverage will start manufacturing some of its products using the CR in April, and Kao will start manufacturing some of its cosmetics using the PET bottles recycled by CR in May. In addition, Asahi Soft Drinks plans to adopt the use of the resin from October onwards, and FANCL is also considering that possibility.

The companies have been working on the horizontal recycling of PET resin for some time. In this initiative, JEPLAN's proprietary CR technology for PET resins was proposed, along with Kirin Institute for Packaging Innovation's concept and analytical method regarding safety assessment on recycling PET resins as food containers. The companies agreed to launch the initiative after they had each conducted safety assessments. The companies will continue to work together to make more effective use of used plastics and further reduce greenhouse gas emissions.

About Kao

Kao, a Japan-based manufacturer of personal care and household products, cosmetics, and specialty chemicals creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its brands such as Attack laundry detergent, Bioré and Jergens skin care products, Laurier sanitary products, Curél, SENSAI, and MOLTON BROWN cosmetics, and Oribe hair care products, Kao is part of the everyday lives of people across Asia, the Americas, Europe, the Middle East, and Africa. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,630 billion yen in annual sales. Kao employs about 32,600 people worldwide and has more than 130 years of history in innovation. As an enterprise that provides products people use on a daily basis, the Kao Group takes responsibility to actively reduce the environmental footprint of its products throughout the product lifecycle. This is laid out in Kao's ESG strategy, the Kirei Lifestyle Plan, which launched in 2019.

Please visit [the Kao Group website](#) for additional information.

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