

FOR IMMEDIATE RELEASE

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Kao Becomes one of the First Companies to Receive Certification Under the “Guideline for Design of Plastic-Containing Products” Design Certification System Based on the Plastic Resource Circulation Act for Three of Its Products Including *Attack ZERO*

Kao Corporation has received certifications for three products (11 total items): laundry detergents *Attack ZERO* and *EMAL*, and hand soap *Bioré u Foaming Hand Wash* under a certification system based on the “Guideline for Design of Plastic-Containing Products” in the Act on Promotion of Resource Circulation for Plastics (Plastic Resource Circulation Act). This marks the first time that a product has been certified under this certification system run by the Ministry of Economy, Trade and Industry and other government organizations.



The three products certified:

From the left, *Attack ZERO*, *EMAL* and *Bioré u Foaming Hand Wash*

In April 2022, the Plastic Resource Circulation Act came into effect with the aim of promoting resource circulation across the whole plastic product handling process in Japan, from design to disposal. Based on the Plastic Resource Circulation Act, the Ministry of Economy, Trade and Industry and other organizations have established the “Guideline for Design of Plastic-Containing Products.” A system to certify designs that reach exceptionally high standards among product designs that adhere to the Guidelines has also been established, with goals that manufacturers and other associated industries should aim for from the design and manufacturing stages.

To receive this certification, the products had to be refillable or replaceable, and also meet certain criteria in several areas, such as reducing the amount of plastic used, using recycled materials, and improving recyclability. The products that have been certified this time meet these criteria.

In March 2024, Kao became the first manufacturer or retailer targeting consumers to receive certification for one of the measures stipulated under the Plastic Resource Circulation Act; namely, that of voluntary collection by a manufacturer or retailer.

[News Release from March 2024: Kao Becomes the First Manufacturer or Retailer to Receive Approval for Voluntary Collection of Plastic Packaging from Consumers in Japan under the Plastic Resource Circulation Act](#)

Kao's products being recognized as complying with the "Guideline for Design of Plastic-Containing Products" under the Plastic Resource Circulation Act is one example of the activities that contribute to Kao's goal of zero waste. Kao will continue to contribute to raising awareness throughout society by actively utilizing and publicizing various systems aimed at realizing a resource-circulating society.

Related Information

News Release from April 2019

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

News Release from May 2023

[Announcing a Roadmap for Reaching Plastic Packaging Net Zero Waste by 2040 and Negative Waste by 2050](#)

[Kao Sustainability Report 2025](#)

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 once. For Kao, this concept of "kirei" not only describes appearance but also attitude—a desire to create beauty for oneself, for other people, and for the natural world around us. Aiming to realize a more sustainable way of living, in April 2019, the Kao Group established its ESG strategy known as the Kirei Lifestyle Plan. By 2030, Kao aims to empower at least 1 billion people, to enjoy more beautiful lives. Kao also strives to 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, 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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