

FOR IMMEDIATE RELEASE

June 2, 2026

Kao Accelerates Skin Care Growth in EMEA with Launch of Japan's Leading Sensitive Skincare Brand *Curél* in the Netherlands

- Kao continues its strategic expansion in skincare by launching one of its global skincare brands, *Curél*, in the Netherlands.
- Building on the brand's focus on sensitive skin in Japan, *Curél* will launch exclusively at Dutch Etos Derma drugstores.
- *Curél* is Japan's No. 1* skincare brand for sensitive skin.



Tokyo, June 2, 2026 – Kao Corporation today announced that *Curél*, one of its global skincare brands, will launch in the Netherlands exclusively at Etos Derma stores nationwide. The launch marks another milestone in Kao's skincare growth strategy in the EMEA region, with a particular focus on derma cosmetics and skin protection. In pursuit of its Global Sharp Top initiative, Kao has positioned *Curél* as one of six core brands driving global growth within its cosmetics business, and will continue to invest strategically in the brand while strengthening its focus.

Backed by Kao's innovative biomimetic ceramide technology, *Curél* has been Japan's leading brand for sensitive skin for more than ten years. Developed specifically for dry and sensitive skin, the range is

designed to protect, replenish and strengthen the skin's natural ceramides – essential components that help retain moisture and defend against external irritants.

Curél was successfully introduced in the UK in 2019, followed by launches in Germany and France in 2025. The Netherlands now becomes the latest market in Kao's broader EMEA skincare expansion strategy, with the company pursuing a tailored distribution approach designed around the specific characteristics of the Dutch market. Across Europe, *Curél* has prioritised retail environments where skincare expertise and consumer trust are strongest – including pharmacies in France and Germany, and drugstore channels in the UK and the Netherlands.

The launch builds on Kao's long-standing R&D expertise. With more than 15,000 patents worldwide, Kao combines advanced scientific research with consumer insight to develop products that address evolving skincare needs. Alongside *Curél*, Kao's beauty portfolio includes internationally recognised brands such as *John Frieda*, *Goldwell*, *Molton Brown*, *Bioré* and *SENSAI*.

Michael Cramer, Vice President, Consumer Care Business, EMEA, Kao, explains the strategic importance of this launch: “The introduction of *Curél* in the Netherlands marks a crucial milestone in our regional skincare growth strategy. Our focus on dermatological skincare aligns perfectly with the high-growth potential we see in this sector. By choosing Etos and its Dermacare section as a partner, we're leveraging the specialised expertise needed for sensitive skincare, ensuring we connect with our target audience effectively.”

With the introduction of *Curél*, Kao is further strengthening its skincare and skin protection portfolio across the EMEA region. Alongside *Curél*, the portfolio includes brands active in sun protection and self-tanning, including *Bioré*, which has introduced Kao's first UV protection line in the region, and *Bondi Sands*, offering a comprehensive range of sun care and self-tanning products.

Kao's growth in skincare forms part of its “Global Sharp Top” strategy, which focuses on investing in priority categories where the company can build leading market positions through high-value offerings and differentiated propositions.

* Based on INTAGE Inc SRI Data, Market for Skincare Products for Sensitive Skin, Jan 2015-Dec 2025, Turnover Value

About *Curél*

In Kao's dermatological research laboratory, Japanese scientists identified ceramides as the key to maintaining skin moisture as early as 1985. With the founding of *Curél* in 1999, a product portfolio was developed that specialises in the needs of people with sensitive skin and builds on the extensive research results of the Kao Institute.

About Kao

Kao, a Japan-based manufacturer of cosmetics, personal care and household products, as well as 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 *Curél*, *SENSAI*, and *MOLTON BROWN* cosmetics, *Bioré* and *Jergens* skin care products, *Oribe* hair care products, *Attack* laundry detergent, and *Laurier* sanitary 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 1,690 billion yen in annual sales. Kao employs about 31,500 people worldwide and has more than 130 years of history in innovation.

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

Media inquiries should be directed to:

Public Relations

Kao Corporation

corporate_pr@kao.com