

**FOR IMMEDIATE RELEASE**

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## **Kao Aims to Make *Liese* Asia's No. 1 Fashion Hair Color Brand and Accelerate Hair Care Business Growth**

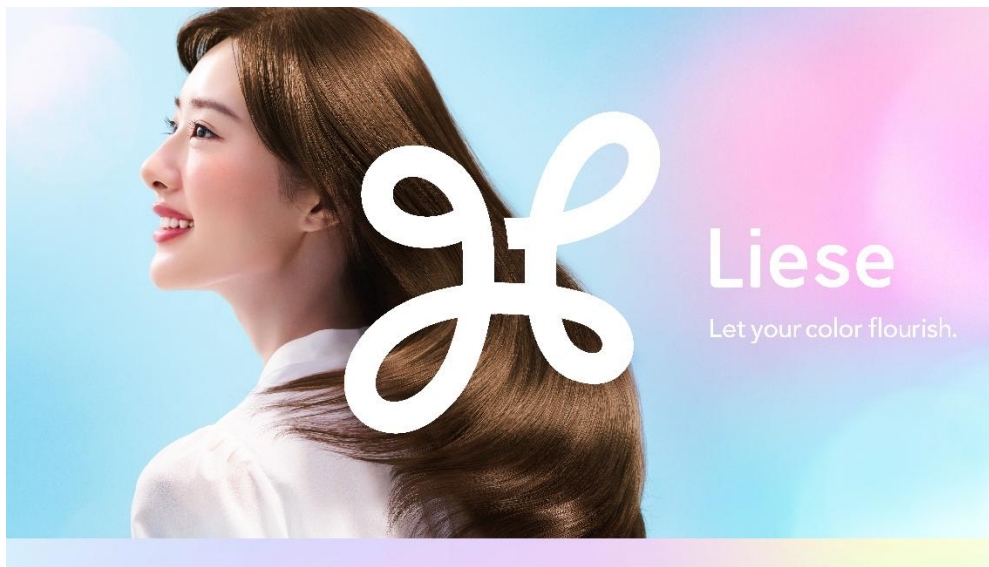
### **Factors Behind Progressive Internal Hair Damage over the 7 Days Following Hair Coloring Revealed**

Kao Corporation is redefining the hair coloring experience through the *Liese* hair color series\*<sup>1</sup>, one of its strategic Hair Care brands in Asia, enabling consumers to enjoy a wide range of hair colors while helping repair hair damage. Featuring care items incorporating the newly developed H-Linx TECH, the series extends beyond hair coloring to include post-color damage care. The *Liese* hair color series will begin rolling out in seven countries and regions across Asia\*<sup>2</sup> starting in August 2026.

Hair color is a key growth driver for Kao's Hair Care Business, and Kao aims to drive further growth in Asia by strengthening the *Liese* brand.

\*1 Jelly to Bubble Color, Color Protect Series, Tint Color Gel and Creamy Bubble Color

\*2 Hong Kong, Thailand, Taiwan, Malaysia, China, Japan and Singapore



In its Hair Care business growth strategy announced in 2024, Kao outlined plans to focus investment on strategic brands in the hair color and premium care (in-bath) market to achieve global growth. As part of this strategy, Kao has positioned *Liese* as a strategic hair color brand that will drive the growth of its business in Asia.

In recent years, there has been growing demand in Asia to express one's individuality through hair color, and the at-home hair color market in Asia—including Japan—has grown by 114%\*<sup>3</sup> compared to 2019, before the COVID-19 pandemic. With the *Liese* hair color series\*<sup>1</sup> featuring this cutting-edge technology, Kao will deliver a new hair coloring experience and accelerate its global growth as it aims to make *Liese* the No. 1 fashion hair color brand in Asia.

Kao's Hair Care business has developed products and technologies leveraging insights gained from over 100 years of hair care research, and is guided by the vision "Hair: The Power of Life."

It has long been believed that damage caused by hair coloring occurs primarily during colorant application. Kao's Hair Beauty Research has confirmed a phenomenon in which damage continues to progress within hair over the seven days following hair coloring. Since this phenomenon is particularly noticeable in black hair, Kao's Hair Beauty Research also discovered that melanin plays a role in this phenomenon. Melanin-rich black hair is a common hair characteristic in Asia.

Drawing on this finding, Kao developed H-Linx TECH, an innovative technology that addresses the progressive damage within hair following the coloring process. This technology helps repair damage caused by hair coloring; prevents split ends, breakage and frizz; and enhances the beauty of hair color. It is now utilized in hair care products such as treatment, shampoo, and conditioner in the *Liese* hair color series<sup>\*1</sup>.

Combined with the hair color products, these hair care products help address damage that continues to progress after coloring, creating a new hair coloring experience that allows consumers to enjoy a wide range of hair colors while minimizing damage.

Shinichi Tokunaga, Vice President, Hair Beauty Products Research, R&D, commented:

"The insights and technology we have gained open up new possibilities for Kao's innovative hair care research. Through our research on black hair, which is common throughout Asia, we were able to gain a deeper understanding of the mechanisms behind the damage that occurs after hair coloring. Drawing on these insights, we will develop new value propositions for hair coloring products that enable users to enjoy different hair colors while also protecting the beauty of their hair. We remain committed to bringing Kao's hair care technology to people around the world and contributing to healthier, more beautiful hair."

Across Asia, as hair coloring is growing in popularity as a form of self-expression, demand for products that can be used every day is increasing. At the same time, many consumers are also concerned about dryness and damage to their hair after coloring, creating a need for products that make it possible to enjoy different hair colors while minimizing damage. Under the core message "Let your color flourish," *Liese* aims to enable users with black hair—a highly common hair color in Asia—to enjoy their ideal hair color without stress. Through its new *Liese* series, which offers a complete hair coloring experience from coloring through post-color damage care, Kao will strengthen *Liese*'s presence in the Asian hair color market with a new value proposition that enables consumers to enjoy different hair colors while minimizing damage.

## Liese Hair Color Product Lines: Strategic Products for the Asian Market

Hair care products in the *Liese* hair color series now feature the newly developed H-Linx TECH technology.

| Series        | Jelly to Bubble Color                                                                            | Color Protect Series                                                              |                                                                                   |                                                                                   | Tint Color Gel (Improved)                                                                             | Foam Dye (Improved)                                                                              |
|---------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Category      | < Hair Color >                                                                                   | Shampoo <sup>*4</sup>                                                             | Conditioner <sup>*4</sup>                                                         | Treatment <sup>*4</sup>                                                           | < Hair Color >                                                                                        | < Hair Color >                                                                                   |
| Contents      | <ul style="list-style-type: none"> <li>• Hair Color</li> <li>• Treatment<sup>*4</sup></li> </ul> |                                                                                   |                                                                                   |                                                                                   | <ul style="list-style-type: none"> <li>• Hair Color</li> <li>• Two Treatments<sup>*4</sup></li> </ul> | <ul style="list-style-type: none"> <li>• Hair Color</li> <li>• Treatment<sup>*4</sup></li> </ul> |
| Product image |                 |  |  |  |                     |               |
| Sales areas   | Hong Kong, Thailand, Taiwan, Malaysia and Singapore                                              | China                                                                             |                                                                                   |                                                                                   | Japan: From September 2026 <sup>*5</sup>                                                              | Japan: From October 2026 <sup>*5</sup>                                                           |

<sup>\*4</sup> Featuring H-Linx TECH

<sup>\*5</sup> To be launched sequentially in countries and regions outside Japan from August 2026

Mayumi Moriya, President, Hair Care Business, Health Beauty Care Business, commented:

“Driven by growing demand for opportunities for self-expression, the hair color market in countries across Asia continues to expand. At the same time, significant unmet needs remain in areas such as consistent color results, color longevity and concerns about hair damage and feel. By leveraging this new technology together with Kao’s extensive portfolio of hair care technologies, we will enhance the overall hair coloring experience and further accelerate growth of our hair care business in Asia.”

### 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](https://www.kao.com) for additional information.

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