News Release
Kao Corporation

Kao
Kirei–Making Life Beautiful

14-10, Nihonbashi Kayabacho 1-chome, Chuo-ku, Tokyo 103-8210 Japan www.kao.com/global/en

FOR IMMEDIATE RELEASE

November 17, 2026

Kao Launches *PEEL CLEAR SA* to Reduce the Burden of Repainting Bridges and Ship Hulls

A Water-Based Paint Remover That Forms a Film and Peels Off with Old Paint

In October 2026, Kao Corporation launched *PEEL CLEAR SA*, a paint remover for use when repainting bridges and ship hulls. When applied to a painted surface and allowed to dry, this water-based remover forms a film that incorporates the old paint coating. The film then peels off, taking the old coating with it. By eliminating the need for mechanical scraping and allowing the peeled-off film to be collected as is, the product reduces the workload involved in paint removal.

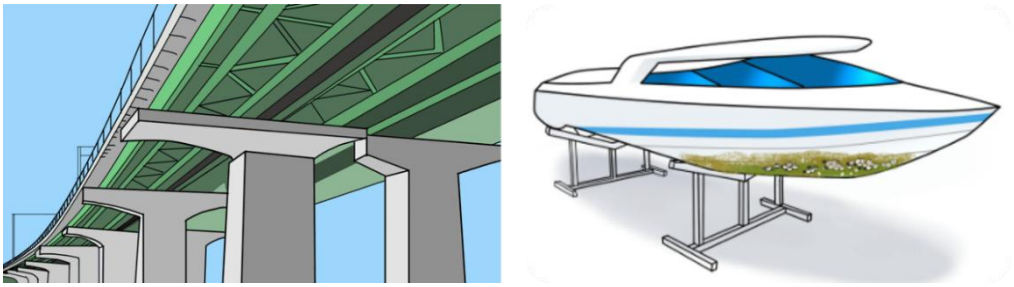


Figure 1. Main applications of *PEEL CLEAR SA* (Bridges and Ship Hulls)

Background

Bridges and ship hulls are coated with paint to protect against rust and dirt buildup, and periodic repainting requires the removal of old paint coatings. Conventional paint removal methods are physically demanding, creating a growing need for less labor-intensive and more efficient methods, particularly at worksites facing labor shortages. Leveraging its long-standing expertise in surface control technology, Kao developed paint removal technology in 2025. Kao has now applied this technology to launch *PEEL CLEAR SA*, a paint remover for industrial applications.

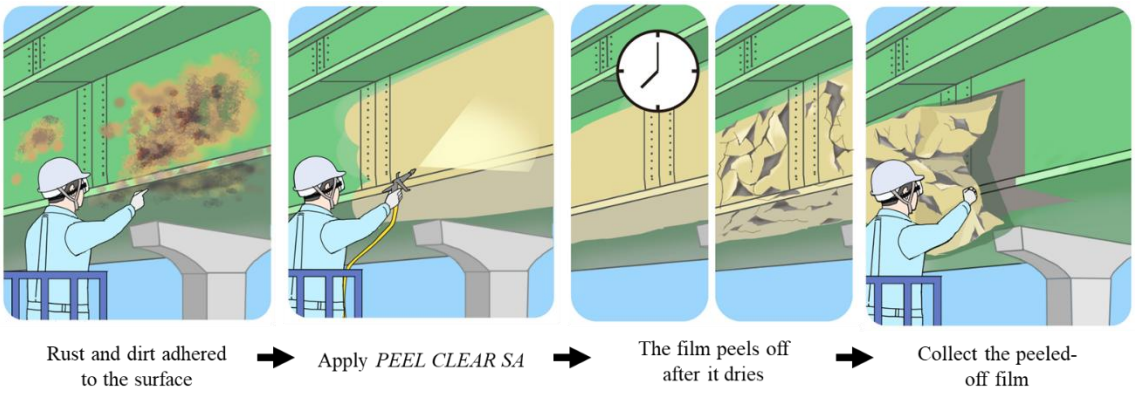


Figure 2. Image of the Repainting Process Using *PEEL CLEAR SA*

Product Features

1. A Simple Paint Removal Process: Apply and Allow to Dry

When applied to a painted surface and allowed to dry, the product forms a film that incorporates the old paint coating. The film then peels off, taking the old coating with it. Compared with conventional paint removal methods, such as mechanical scraping and the use of organic solvent-based paint removers, the product reduces the workload involved in paint removal and collection. It eliminates the need for dust control measures associated with mechanical scraping and simplifies the collection and disposal of paint coatings compared with conventional organic solvent-based paint removers that soften the coatings.

2. Water-Based Formulation

The water-based formulation is designed to minimize workers' exposure to solvents through skin contact and inhalation compared with conventional organic solvent-based paint removers.

Product Overview

Product Name	*PEEL CLEAR SA*
Application	Removal of paint coatings from bridges and ship hulls
Launch Date	October 2026
Region	Japan

Going forward, Kao plans to expand the use of *PEEL CLEAR SA* beyond bridges and ship hulls to other applications, while also aiming to expand into overseas markets.

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