

Kao Environmental Statement

Kao products are designed for everyday use, in homes around the world.

That's why we utilize original Kao-developed technologies to minimize the impact they have on the environment, not just in the manufacturing process, but in the daily life of the customers who use them. From materials procurement and manufacturing, to distribution, sales, usage and final disposal, we want to engage in "eco together" with stakeholders including consumers worldwide.



In June 2009, we announced the Kao Environmental Statement, which stipulates we will promote "eco together," working with society such as local communities, NGOs and government, business partners such as suppliers and outsourcing partners, consumers and other stakeholders across the lifecycle of Kao products - from materials procurement and manufacturing, to distribution, sales, usage and final disposal.

This Statement expresses our basic policy, based on awareness of the need for ecologically responsible management as humankind faces increasingly serious issues such as global warming, resource shortages and loss of biodiversity. Our medium-to long-term business strategy will focus on the management of the environmental impact through product life cycle as we continue meeting our responsibilities as a user of chemicals.

Kao products are designed for everyday use, in homes around the world. With "eco together" as the theme for our activities with various stakeholders, we must work together with customers, business partners and all of society to reduce CO₂ emissions and water consumption across the lifecycle of Kao products.

To achieve substantial reductions in CO₂ emissions and water consumption, we need to move forward in eco-innovation and develop new environmental technologies. Kao will also engage in the development of next-generation environmental technologies to enable us to realize a Kirei Lifestyle for all.

Environmental Statement: "eco together" in Action

We promote "eco together" with consumers/customers, business partners and society.

With consumers/customers

Developing eco-friendly, resource-conserving products that make it easy for customers to live environmentally responsible lifestyles.

- Development of water- and energy-conserving products
- Development of refillable and reusable resource-conserving packaging and products
- Development of compact and concentrated resource-conserving packaging and products
- Recycling of plastic materials



With business partners

Engaging in environmentally responsible materials procurement, manufacturing, distribution, and sales with our business partners.

- Use of recycled PET resins in packaging and products
- Improved distribution efficiency (reductions in delivery frequency and packaging material)
- Accelerated conversion to plant-based and other renewable raw material sources



With society

Becoming proactively involved in society-wide environmental activities.

- Support for environmental conservation activities
- Participation in environmental activities conducted by government, industry, and other groups



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