

Universal product design 102-12, 102-15, 103-1, 103-2



Develop products and services based on our Universal Design Guidelines that are easier for everyone to use.

Kao's creating value to address social issues

Social issues we are aware of

Modern society is becoming both older and more globalized, while values and lifestyles are diversifying. In addition, people want products that are accessible and easy to use. This is particularly true of the socially vulnerable, including the elderly and those with disabilities, as well as members of minorities, whether religious, ethnic or otherwise.

Kao's creating value

We have promoted development and provision of products that anyone can use easily under the basic concept of our consumer-focused *Yoki-Monozukuri*. Going forward, to contribute to the universal SDG target of leaving no one behind, we will deliver satisfaction and inspiration to all the consumers we serve, and strive to enrich the lives of people. To this end, we believe that concern for the socially vulnerable is and will continue to be an important theme.

Risks related to realization of our vision by 2030

Failure to provide products that anyone can use easily could lead to a heightened risk of improper usage and other safety issues. Furthermore, even products developed with safety in mind may be used improperly if not accompanied by easily understood guidance to promote safe usage. Failure in this regard could lead to a loss of trust in our products, and

conceivably even to a loss of trust in the company itself.

Opportunities related to realization of our vision by 2030

Helping to enrich the lives of people all over the world with Kao products will reinforce trust in our company.

Contributions to the SDGs

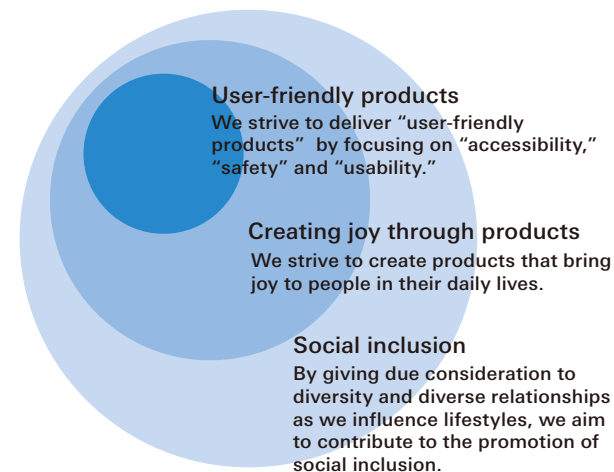


Policies

We at Kao have worked to promote the fundamental guidelines of Universal Product Design: user-friendly products, creating joy through products and social inclusion.

Going forward, we will promote *Yoki-Monozukuri* throughout the company, and by delivering satisfaction and inspiration to all consumers in their daily lives through the use of Kao products, we will strive to become a household product industry leader in the use of Universal Design (UD).

Kao Universal Design Guidelines





Specific initiatives to achieve this are set forth below.

1. Adoption of the customer's viewpoint in the promotion of UD, from product awareness to consumption and final disposal in the home.

Along with focusing on accessibility and usability as well as safety and security, we will disseminate easily understood information at each stage from product awareness and selection to purchase and disposal.

2. Monozukuri Project promotion and strategic PR from a UD-centered perspective.

We believe that for the socially vulnerable, UD is not merely value added, but is the value of the product itself. Going forward, we will launch Monozukuri Promotion Projects in each business division, and expand our offering of new products from an UD perspective.

We will also strengthen our information and service offerings that utilize information and communication technology (ICT), and collaborate with stakeholders including distribution companies and local governments, and actively convey the customer perspective.

Education and promotion

Deploying a structure for UD-centered manufacturing throughout the company

A cross-business approach is vitally important for UD promotion. Each business division will appoint a new UD promotion leader to collaborate with our Consumer Communication Center, which features a

customer consultation window that deals directly with customer requests and feedback, as well as with the R&D and Creative Divisions, to promote UD-centered manufacturing.

We are also planning to create an internal ESG Awards program, which formally recognizes new products with ESG impact. We will expand our lineup of UD-centered new products through reinforced and internalized employee awareness of UD.

Internal education system

We hold Workshops for Promoting Empathy with Elderly People, with the aim of helping our employees develop greater empathy for the elderly and a sense of direct connection with the problems they face.

As our employees need to communicate with diverse groups of people, including senior citizens, we have been encouraging employees to study for the Universal Manners Test overseen by the Japan Universal Manners Association. Going forward, we will continue to develop our internal education system.

Expanding the UD evaluation system to Asia

Each year, our Consumer Communication Center evaluates new or improved Kao products sold in Japan from a UD perspective, and announces effective improvement rates. Going forward, we will expand this system to Asia as a whole as we move toward global UD promotion.

Collaboration and engagement with stakeholders

Collaboration is essential—with the retail industry to disseminate information at the point of sale, and with local governments with respect to product disposal. To practice UD at every stage from product awareness to disposal, we will actively promote further collaboration throughout the company.

Framework

Of the 19 actions included in our Kirei Lifestyle Plan, improved quality of life, habits for cleanliness, beauty & health, universal product design, sustainable lifestyle promotion and purpose driven brands are being promoted as a common framework.



→ p. 44 Making my everyday more beautiful >
Improved quality of life/Framework



Mid- to long-term targets and performance

2030 long-term targets

1. Practice UD-centered manufacturing on a continuous basis.

We expand *Yoki-Monozukuri* from a UD perspective not only in Japan, but also globally. We also promote the UD-centered *Yoki-Monozukuri* Project, which aims to solve social issues, and accelerate the release of UD-centered new products.

2. Adopt a UD perspective when disseminating information.

We adopt a UD perspective in information dissemination and retail shop design. In particular, provide information for all products that enables anyone to easily access and confirm what they need to know when selecting and using those products.

3. Promote understanding on the part of stakeholders.

We aim to enrich the lives of people globally and to contribute to the sustainability of the world by spreading awareness of UD initiatives as widely as possible and fostering understanding of these measures among stakeholders.

Anticipated benefits from achieving mid- to long-term targets

Business impacts

The aging society and increasing social diversity are global challenges. By utilizing our attention to detail to develop products that are easy to use for diverse groups of people throughout the world, we can enhance our presence and also achieve revenue growth.

Social impacts

Our UD initiatives contribute to realizing the goal of “Leaving no one behind” that underpins the SDGs, because they embody a diversity-focused concept that seeks to provide easy-to-use products for everyone, regardless of age, gender, disability, race, ethnicity, birthplace, religion, economic status, etc.



Performance in 2019

Performance

1. Product development from a UD perspective

- Implementation rate of new and improved product enhancement from a UD perspective
Japan: 77%, 856 items.
Europe and the Americas: 12%, 113 items.
- Expanding our range of products that utilize leverage for ease of use.

In 2019, we released enhanced versions of our one-hand push type *Attack ZERO* laundry detergent and *Cape* hairspray. These products utilize the lever principle for easy dispensing with a light touch.



→ p. 54 Our initiatives: Our products launched in 2019 incorporated UD considerations

2. Initiatives targeting diverse groups of people Initiatives to aid people with visual impairments

- We gave a presentation on doing the laundry at a seminar for people with visual impairments organized by the Special Needs Education School for the Visually Impaired, University of Tsukuba (July 2019).
- At the request of the Setagaya Municipal Welfare Center, we introduced people with visual impairments to our one-hand push type *Attack ZERO* (March 2019).
- Our employee volunteers narrated and provided lifestyle information for Home Life, a voice-based magazine published by the Japan Braille Library for its members.

Initiatives to provide support for cancer patients

We participated in the Gankurashi Fair 2019 event organized by NPO Cancer Ribbonz, introducing Kao products that can help people who are undergoing, or have completed, treatment for cancer (September 2019).

3. Activities to spread closed captioning TV commercials within Japan

We have been promoting the airing of closed captioning TV commercials in regular broadcasts since 2011. So far, around 1,700 commercials (including commercials on the Kao website) featuring closed captioning have been produced. Commercials that have not been broadcast on TV have been made available on the website.



→ Kao's Official YouTube channel
Commercials with closed captioning are available for viewing
www.youtube.com/user/KaoJapan/

Our initiatives

Our products launched in 2019 incorporated UD considerations

We are continuing to develop products that make it possible for diverse groups of people to use our products in a stress-free manner in different circumstances. In this section, we present some examples of how products that Kao launched in 2019 took UD into account.

One-hand push type *Attack ZERO*

One-hand push type *Attack ZERO* laundry detergent, launched in 2019, uses the lever principle for easy dispensing with a light touch. The container enables consumers to dispense an appropriate amount of detergent using a one-handed, gentle push, and is easily used by people with visual impairments or disabilities involving the hands.

Many comments praising the product have been received from consumers, such as, “My daughter has vision loss, but with this container she is able to do laundry on her own. I think it’s a terrific product,” and “I do laundry daily, and being able to dispense soap with one hand is very useful and convenient.”

At the request of the Setagaya Municipal Welfare Center, we introduced people with visual impairments to this product and received positive comments, including, “It’s useful to be able to dispense a uniform five milliliters with a single push, and without getting any on my hand,” and “The container has a wide mouth, which should make it easy to refill the container.”



One-hand push type *Attack ZERO*



Showing people with visual impairments how to use the product.



→ The Face of Kao: Innovation Stories #04, Package Design
www.kao.com/jp/kaonokao/media/n20190730/
 (Japanese)

Cape

For our *Cape* hairspray, we modified the design of the spray button and enhanced the product, using leverage to make it easy to dispense, even with a gentle touch. The button features a depression so users can immediately orient their fingertips. Moreover, an indentation around the container below the top enables those with disabilities of the hand to firmly grasp it without slippage.



Dispensing with a gentle touch.



The depression on the button makes fingertip orientation easy.



Promoting employee UD understanding

Workshops for Promoting Empathy with Elderly People

Our employees participate in workshops that include wearing special gear to simulate the experience of being an elderly person who qualifies for Level 1 nursing care. The perspective thus acquired can be applied to employees' work. There are two types of workshop: a house studio workshop, where housework and other daily activities can be carried out, and a workshop that involves making round-trip shopping trips on foot. Workshops for Promoting Empathy with Elderly People, held in 2019, included 4 house studio workshops with 47 participants and 2 shopping workshops with 25 participants.

Consumer Communication Center 85th Anniversary event

The Consumer Communication Center gathers Kao consumer product-related comments directly from consumers. Many of these comments relate to Kao's fundamental stance on Universal Design, including accessibility, usability and safety. In July, events were held at the Sumida and Kayabacho offices, where these direct consumer comments were introduced. The events gave participants a valuable opportunity to hear direct consumer comments and internalize the awareness of the importance of Universal Design in our products.



Consumer Communication Center 85th Anniversary event

Principal collaboration with government in 2019

In 2019, we participated in and supported the following government-sponsored events.

- Sumida Consumer Lifestyles Exhibition
- Sumida Care Welfare Fair
- Kashiwa City Alzheimer's Day
- Universal Fukuoka City Festival: Universal Design Trade Fair

Barrier-free information



→ Corporate citizenship activities > Barrier-free access to information
www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/sus-db-2020-e-all.pdf#page=76

Initiatives to prevent ingestion accidents among the elderly

Not only children, but also adults can be involved in accidental ingestion of potentially hazardous substances, such as detergents, bleach or cosmetics. Approximately 19% of such accidents reported to the Japan Poison Information Center involved adults, according to the Center's 2018 report.

Most accidents involved the ingestion of small amounts due to misapprehension or error, but if large amounts are involved, the result can be serious poisoning symptoms. In particular, the elderly and those suffering from dementia may have difficulty

detecting taste or smell, or may have vision loss, making such accidents more likely and requiring vigilance from family members and caregivers. In addition, where accidental ingestion is followed by vomiting, aspiration pneumonia may develop.

Products involving the risk of accidental ingestion are equipped with warning labels, but to reduce risk further, we have prepared a booklet for the elderly and their family members to raise awareness of accidental ingestion risk. The booklet is also available on our website. In addition, we created a sticker for product containers to highlight the risk of accidental ingestion by the elderly, and have started publicizing the sticker to local consumer centers and comprehensive regional support centers for the elderly near our worksites and elsewhere.

Sticker highlighting the risk of accidental ingestion by the elderly



Front side of sticker

Back side of sticker (with explanation)

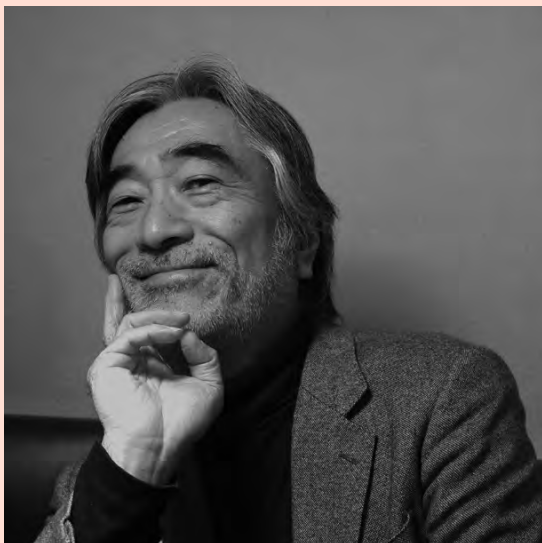


→ How to avoid accidental ingestion of household products
www.kao.com/jp/soudan/anshin/anshin_005.html
 (Japanese)



Message from External Expert

Kirei and UD



Fumikazu Masuda

Industrial Designer
President, open house Inc.
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The term Universal Design first emerged in the United States and referred to a methodology for incorporating from the outset features in public and residential environments, tools and systems, services and so forth to ensure that persons with physical disabilities would not face unfair discrimination or disadvantage in society.

Design carried out with “typical” individuals in mind may present difficult or insurmountable challenges for those who are differently abled. If such problems are addressed after the fact, modification for so-called barrier free use often involves additional cost and effort, and even then may be impossible to achieve.

The UD approach involves identifying and anticipating potential barriers to convenient use for the entire population of potential users, and minimizing those barriers to the maximum extent practicable from the design (planning and basic design) stage. Simply put, UD is design for the broadest possible spectrum of users.

Kao has long been mindful of the importance of UD. Kao was responsible for the widespread adoption of embossed shampoo and rinse bottles, to ensure that users can identify the correct product by touch. This helps not only users with vision loss, but also normally-sighted users who may want to keep their eyes closed while washing their hair.

UD thoroughly considers the relationships between persons and objects under different times and conditions of use. For example, users must be able to manipulate dispensing nozzles, buttons, handles, or switches on containers for detergents or other liquids with ease, regardless of age or hand and finger size, shape, movement or strength. Safe, easy to use design is now taken as a given in Japan. Well considered, simple forms make for effortless use. In the future, as UD becomes increasingly pervasive, people will expect

design to go even further, making it possible for anyone to use products intuitively, with movements that are smooth and natural, and maximally efficient in terms of the purpose.

Beginning with initial product *Kao Sekken*, their products have related to facial and body care, as well as to cooking, cleaning and laundering—all activities connected with keeping the home and its environment clean and attractive. Now the company is working to make this true of the products themselves. Just as the broom used to sweep a tatami mat is itself beautiful, as are the movements of the person doing the sweeping, or just as the bucket and ladle used to gather water are themselves fashioned from beautiful materials into beautiful forms that are easy to use, the tools and containers of the future surely can be made more beautiful and easier to use than ever before.

I believe Kao’s Kirei Lifestyle Plan aims at cultivating people’s desire for attractive lives and lifestyles in an attractive global environment. While Kao stays in close contact with the users of its products, I hope the company will not forget those inhabitants of our planet, said to number nearly a billion, who today live in slums and struggle to obtain clean water. I further hope Kao will work hard to fulfill its responsibility to address environmental challenges, including the way it sources raw materials for its products, deals with plastic waste and responds to climate change. Such efforts will help restore this beautiful planet and make it a place where children can live with peace of mind.