

Parabens

Parabens are used as preservatives not only in cosmetics, but also in various other products such as food, beverages and medicines. They are important ingredients that help to maintain product quality. For example, when you open a product container and put your finger in it, or when water accidentally enters a product while it is in use, the product might become contaminated by microorganisms. Parabens prevent product deterioration, such as discoloration and unpleasant odors caused by the increase in microorganisms when a product is contaminated.

The safety of parabens has been demonstrated by scientific agencies affiliated with regulatory authorities in many countries and regions, and as a result, parabens have been widely used around the world for many years. Methylparaben and ethylparaben are commonly used parabens in cosmetics.

Kao complies with the laws and regulations of all countries and regions in which we operate. Additionally, we conduct rigorous safety assessments and perform a wide range of product-use tests based on the Kao safety standard*, so that you can use our products safely. Through these measures, we select parabens for use in some of our products, utilizing appropriate types and quantities. We continuously explore new scientific findings relevant to the ingredients we use and review the safety of our in-market products. We are committed to continuing to develop our products for a better customer experience and increased product safety.

We offer paraben-free products for those who prefer them.



*Kao Safety Standards for Products

<https://www.kao.com/global/en/sustainability/topics-you-care-about/safety-quality/kao-quality/>