

Our Philosophy & Action on Plastic Packaging

At Kao we strive to enrich people's lives while contributing to the sustainability of the world.

Plastic packaging plays an important role in the effectiveness of our products – it's versatile, adaptable and flexible. However, overuse of plastic has always been a concern for us and our consumers, because of the potential negative impact on nature.

For 130 years we have harnessed the power of nature to create products that make life beautiful, and so we have a responsibility to ensure they do not exploit or harm nature.

We strive to lead the way and create innovative solutions that make life beautiful for our consumers without detracting from the vitality of nature.

Our Beliefs

We believe that the plastic we do use should be made within limits our one planet can safely handle.

We believe plastic should never enter nature, but that every piece should either be reused or recycled.

We believe that the plastic that has already entered nature should be recovered and renewed.

Our Ambition

Our ambition on plastic is to transform the world of packaging.

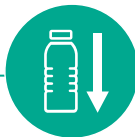
We strive to:

- Create breakthrough packaging through materials technology and design
- Minimise the amount of plastic that we use to craft our products
- Produce our plastic with an environmental footprint within the natural limits of our planet
- Empower our consumers to use less packaging and recycle more
- Collaborate with others to realise a circular economy for packaging
- Be 100% transparent about our progress on plastics every year

We know we cannot do any of this on our own, or overnight. And though this is our own plastic plan, we will bring along and collaborate with likeminded companies and organisations to help us achieve our goals.

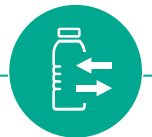
Our Actions

Our action on plastic packaging is driven by our 4R programme based on continuous improvement and bold innovation:



Reduce

Reducing the amount of plastic used by making our packaging thinner and lighter, and reducing product volumes through concentration.



Replace

Replacing virgin fossil-fuel-based plastics with lower impact alternatives, wherever possible from recycled sources.



Reuse

Innovating new packaging formats, such as refill pouches, that help our consumers re-use their original packaging many times.



Recycle

Increasing the percentage of our plastic packaging by weight that is made from recycled resins, and the amount that is practically recyclable by consumers.

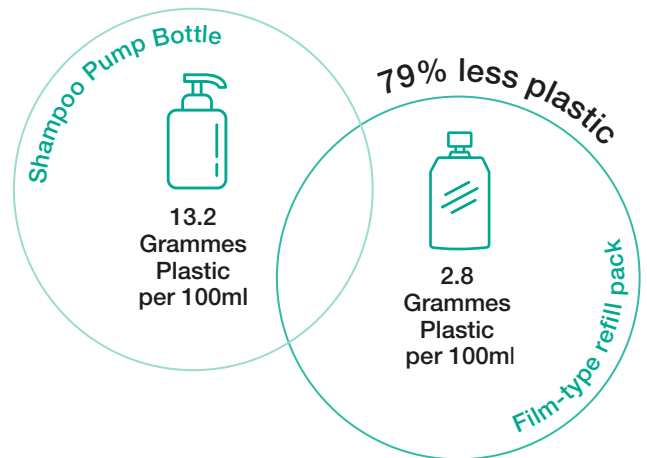
Our Achievements

As part of our ongoing efforts to reduce the impact of our products along their full life cycles, we have already reduced our plastic use through innovative, consumer focused packaging solutions.

Key to reducing plastic has been switching Japanese consumers to refill pouches that contain a fraction of the plastic used to make bottles.



Shampoo case study



Our Future

Even though we have reduced our average weight of plastic packaging per unit of sale, we are humbled that our total level of plastic use by volume has gone up. It simply makes us more determined than ever to reset the balance.

To achieve this, we need to radically transform the nature of our packaging through experimentation and investment in new technologies. We also need to collaborate with partners to drive systemic change that makes the recycling of packaging practical and possible for consumers.

This will take determination and time, but we believe we can harness the power of technology to create useful packaging that can make life beautiful, without detracting from the vitality of nature.

The evolution of Kao's packaging innovation story

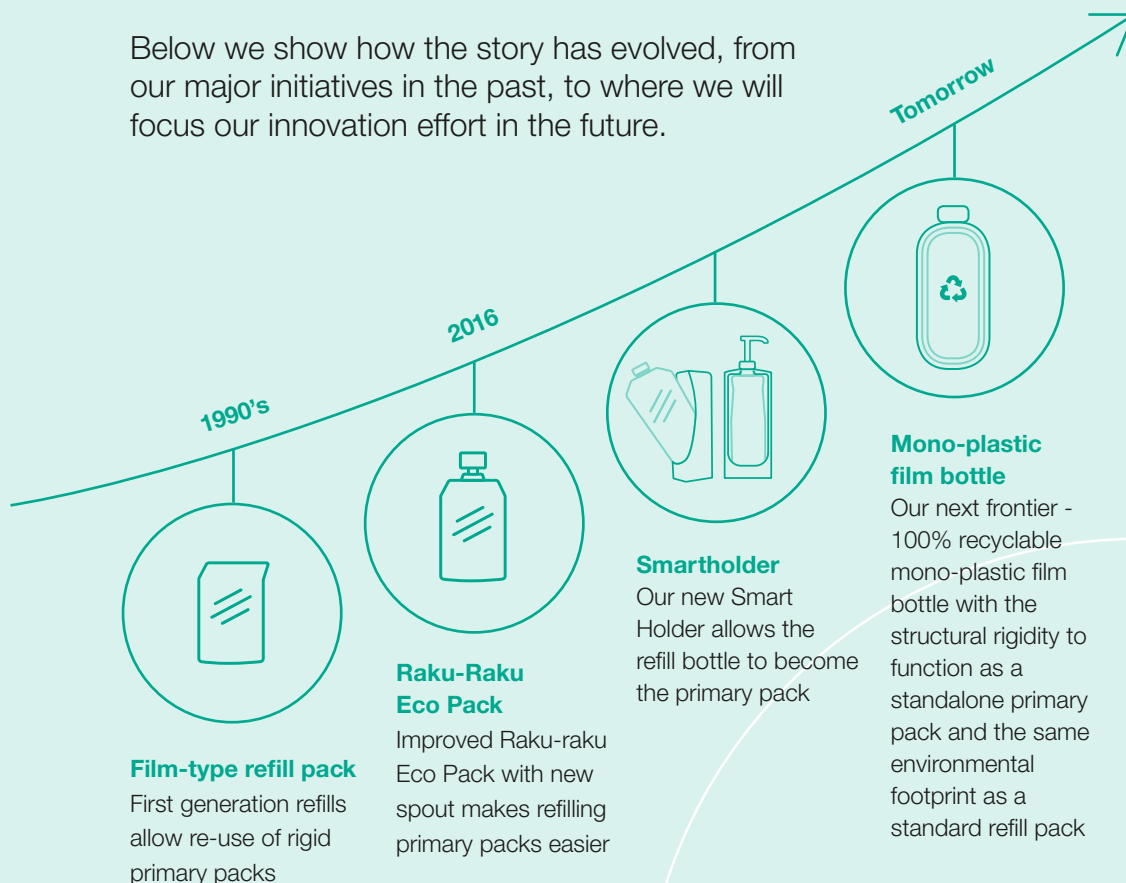
Plastic packaging will continue to play an important role in protecting, transporting and dispensing our products.

However, we have come to the point where we can no longer mass produce plastic packaging on such a large scale.

Our focus remains on:

- Developing film type packaging that uses dramatically less plastic in the first place
- Making our films from materials that are 100% recyclable
- Expanding and normalising our Raku-raku Eco Pack and smartholders

Below we show how the story has evolved, from our major initiatives in the past, to where we will focus our innovation effort in the future.



We are proud of our achievements to date, and excited about the future potential of recyclable mono-plastic film bottles.