

# Preservatives

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Preservatives are not only used 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. Preservatives prevent product deterioration, such as discoloration and unpleasant odors caused by the increase in microorganisms when a product is contaminated.

The safety of preservatives has been rigorously assessed by scientific agencies affiliated with regulatory authorities in many countries and regions. Based on these results, laws and regulations around the world stipulate the types of preservatives that can be used and their maximum permitted use level according to product type.

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 apply appropriate types and concentration levels of preservatives to each product. 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.

In addition, Kao conducts research on combinations of ingredients which prevent microbial growth without preservatives, and we devise packaging which prevents microbial contamination from being introduced.



\*Kao Safety Standards for Products

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