

Kao's Corporate Philosophy 102-16

The “Kao Way” embodies our corporate philosophy, and is the foundation of the business activities of the Kao Group. As our cornerstone, the “Kao Way” provides consistency to Group activities from the formulation of mid- to long-term business plans to each business decision that we make every day. Accordingly, it acts as a guiding principle for all of our members, bringing together the growth of our company and that of our individual members. As such, it is an essential element in making the work we do more rewarding and instilling in us a sense of purpose.

Kao Group companies and members share the “Kao Way” not merely as a manual or set of rules but as a foundation from which we are able to determine both the value of our work and the concerns that we face.



Mission

As one, we create a Kirei life for all—providing care and enrichment for the life of all people and the planet

As one Kao, we work together with passion to provide comprehensive care and enrichment to create a Kirei life—a cleaner, more beautiful, and healthier life for all people and the planet. Through innovation that provides excellent value, we share joy and create a safer, more harmonious world for all.

The Japanese word kirei describes something that is clean, well-ordered, and beautiful all at once. For Kao, this concept of Kirei not only describes appearance but also attitude—a desire to create beauty for oneself, for other people, and for the natural world around us. At Kao, Kirei is the value we want to bring to everyday life through our brands, products, technologies, solutions, and services—now and in the future.

Vision

To be closest to the individual and beyond their expectation

By deeply knowing and understanding our world and its people, we aim to improve people's lives beyond their expectations for a future where humans and nature thrive together.



The Kao Way (corporate philosophy)
www.kao.com/global/en/about/our-story/kaoway/