

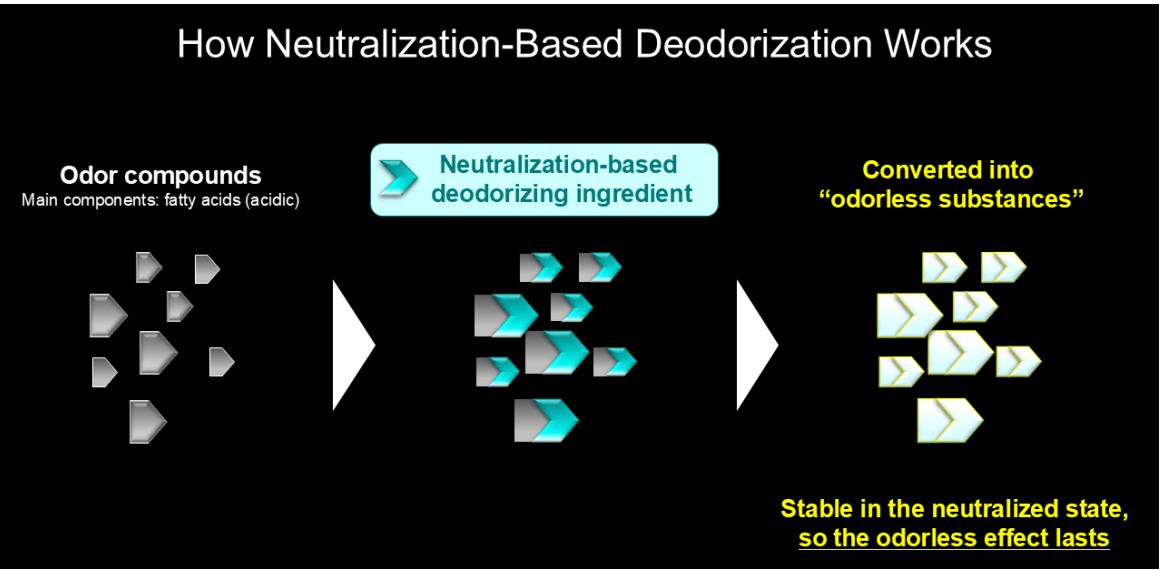
Odor Neutralization and Conversion Technology

A deodorization technology that, with just a spray, transforms stubborn, embedded unpleasant odors into odorless substances. It is designed so that the deodorizing ingredients reach not only the fabric surface but also the areas where odors linger, acting directly on the odor-causing compounds themselves. Unlike temporary fragrance masking, it makes it possible to “eliminate odors and keep fabrics odorless”.



<Unique Points>

Many malodor compounds are acidic or alkaline. Focusing on this, we developed a “neutralization-based deodorizing ingredient” that binds to these compounds and converts them into odorless substances. Because the neutralized state remains stable, the compounds are less likely to revert to malodorous substances over time—helping the odorless effect last.



A penetration-enhancing ingredient also enables the deodorizing components to act on malodor compounds that have penetrated deep into fibers.

Potential odor-causing soils embedded deep in clothing fibers after wear

Fabrics soiled with oily stains such as sebum are difficult for water alone to penetrate.

For neutral odor-causing substances such as tobacco and cooking odors, we have also developed an odor-to-odorless conversion technology that works via a mechanism different from neutralization-based deodorization. By combining these technologies, it becomes possible to address a wider range of odors.

Acidic	sweat (feet/underarms) damp-dried laundry odors, sweat and sebum odors, etc.
Neutral	tobacco smoke, cooking odors, aging-related body odor, etc.
Alkaline	urine odors, pet odors, kitchen garbage odors, etc.

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<Key Benefits>

- Can be used on a wide range of odor-prone items in the living space, such as carpets, bedding, and sofas.
- Makes it easy to care for odors after a day of wear—for example on jackets, hats, and sneakers.
- Useful whenever you notice odors—such as during business trips or before meeting someone—so you can stay comfortable afterward as well.

<Link to Other Contents>

- Kao Corporation — Resesh (Japanese only)

<https://www.kao.co.jp/resesh/>

<Concerned Research Areas>

- Product Development Research:

-Fabric & Home Care

<https://www.kao.com/global/en/innovation/research-development/product-development/fabric-and-home-care/>

- Fundamental Research:

-Sensory Science

<https://www.kao.com/global/en/innovation/research-development/fundamental/sensory-science/>