

Kao Consumer Communication Center Annual Activity Report 2020

January 1, 2019 – December 31, 2019



Enriching lives
in harmony with nature

Kao

Opening

Towards a Consumer Communication Center that Is Being Close to Consumers from an ESG Perspective

It has been 85 years since the “Housework Science Laboratory” was established by Tomiro Nagase, the second president of Kao in 1934. For us here at the Consumer Communication Center (hereafter CCC) 2019 was a year in which we were able to proactively promote and take on the challenge of numerous activities.

In order to achieve the CCC vision of being “a great partner for consumers, anytime, anywhere,” we aimed to solve issues by dealing with new choices and changes challengingly and proactively.

In May, CCC we announced that we would be voluntarily conforming to international standard ISO 10002: Quality Management — Customer Satisfaction — Guidelines for Complaints Handling in Organizations which enabled us to build a new foundation as a department that customers consult for advice. We created Kao Global Consumer Communication Guidelines in line with the “Kao Way” and shared them with consumer consultation divisions at our overseas group companies. In July, we held an internal event, the “CCC 85th Anniversary Exhibition,” where Kao staff were able to experience firsthand what consumers really say and think about Kao products. We received numerous touching messages from participants impressed by the event such as “I resolved to achieve greater consumer satisfaction and better *Yoki-Monozukuri* than ever before.” Amongst those, requests such as “We want more opportunities to hear consumers’ opinions” are a great encouragement to those of us involved with consumer consultations. Once again we strongly feel that it is our mission to fully accept consumers’ opinions about Kao and to share those opinions in an unvarnished manner within the Group. In the fall, we introduced a system for providing store information (store locator) and a new Q&A application to provide more effective consumer consultations and improve consumer satisfaction. In the near future these will be updated so that consumers trying to solve the problem themselves can use them to do so without having to contact the company. As way of handling inquiries from foreign nationals living in Japan and inbound consumers we also started telephone support in English, Chinese, and Korean. We hope that you will read this report of our activities in 2019 and send us your opinions and comments. Your feedback is highly appreciated.

In 2020, we will continue to be close to consumers from an ESG perspective as well and aim to be a CCC that contributes to the future of people, society, and the Earth.

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The Group's Corporate Philosophy "The Kao Way"

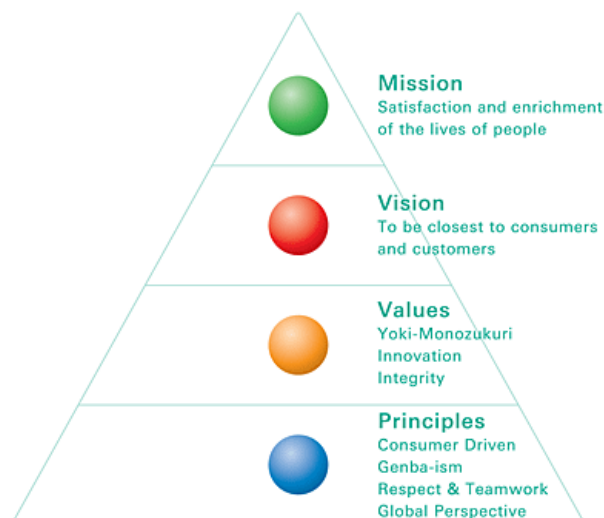
I Foundation of the Kao Group

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.

I Always Acting from the Consumer's Perspective

The Kao Way declares Consumer Driven and *Genba*-ism (importance of observing things "on-site") as Principles. In particular, Consumer Driven is positioned as the most important of the Principles. Based on this, the Kao Group remains devoted to pursuing wholehearted *Yoki-Monozukuri* from the consumer's perspective.

The Kao Way



Details: www.kao.com/jp/en/corp_about/kaoway.html

The Kao Group's ESG Vision

I Kirei Lifestyle Plan

Our ESG aims to respond to our consumers' needs, behavior, and desire to lead a sustainable lifestyle.

- Making my everyday more beautiful
- Making thoughtful choices for society
- Making the world healthier & cleaner

ESG (Environmental, Social, and Governance)

Details:
www.kao.com/jp/en/corp_about/kaoway.html

Received the Commissioner of the Consumer Affairs Agency Commendation in Selection of Consumer-Oriented Companies for Best Practice



消費者
志向経営

Award
2019

Kao has publicly announced its "Voluntary Declaration of Consumer Orientation" organized by the Consumer Affairs Agency and was given this award for outstanding implementation of measures based on the declaration. This is the second year in a row that Kao has received a commendation following on from the "Minister of State Commendation" last fiscal year.

This commendation recognized our progressive ESG-driven initiatives and efforts to realize a sustainable society.

(Specific examples cited include a significant shift to ESG-driven management and reinforcement of efforts to reduce the use of plastic and increase recycling.)

Declaration of Consumer-orientation
www.kao.com/jp/corporate/sustainability/declaration/customer-first/ (Japanese)

Promoting activities that can contribute to society through ESG-driven *Yoki-Monozukuri* utilizing consumer feedback and providing lifestyle information

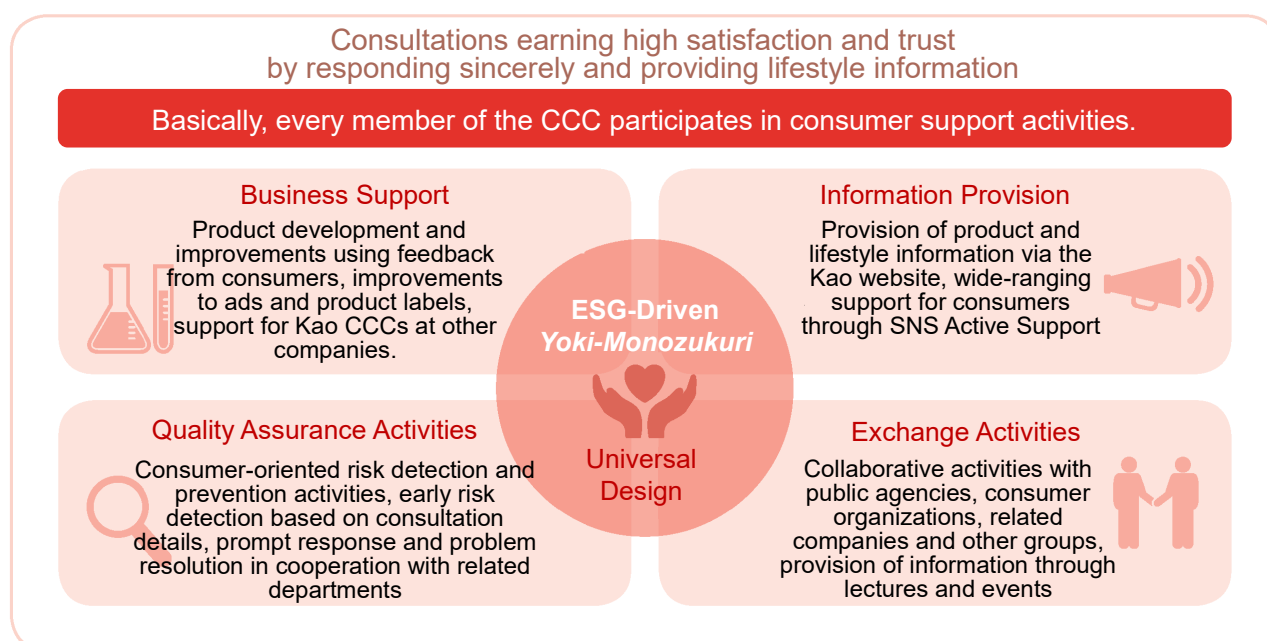
I Take feedback seriously and respond to consumers sincerely

We receive various “opinions” at the Consumer Support Desk including comments, requests, and complaints about our products. We accept those opinions with sincerity and in order to be sensitive to and see eye to eye with consumers in terms of actual lifestyle situations and ideas and the attitudes and habits underlying them every member of the CCC deals with consumer consultations. In addition, we deal with the questions and complaints received by providing the necessary information and results of investigations into the causes with a motto of “accurately, quickly, and courteously” until we gain the consumer’s understanding and satisfaction.

I Contributing to the ESG-driven *Yoki-Monozukuri* of the Kao Group

In the Kao Group the *Yoki-Monozukuri* from the consumer’s standpoint promoted up to this point will now be upgraded to “ESG-driven *Yoki-Monozukuri*” that keeps in mind the ESG perspective from the very beginning of the product development stage to achieve a prosperous lifestyle culture providing happiness and satisfaction for people globally and contributing to social sustainability in Kao’s distinctive way. The CCC makes suggestions that link to “ESG-driven *Yoki-Monozukuri*” by sharing the unvarnished opinions sent in by consumers within the Group.

Roles and Activities of the Consumer Communication Center



I We disseminate useful information for a comfortable life.

● Dissemination of information via the Kao website

We disseminate useful information to consumers not only through direct communication via telephone and e-mail consultation but also via “Product catalogs,” Product “Q&A,” and “Support” on the Kao website. Since the number of inquiries asking “Does the product fall into the category of Dangerous Goods Transported by Air?” has increased in recent years, we have started to provide related information in our product catalogs. In addition, when something occurs that draws significant social attention, we add information to “Support” so that it can lead to consumers being able to resolve their concerns and find answers to their questions and we aim to disseminate the information promptly.



● Official Kao Support on “Yahoo! Chiebukuro”

We provide answers to questions from consumers about housekeeping and beauty care via “Yahoo! Chiebukuro,” a Q&A website. We disseminate the information that receives a large number of views on the “Product Q&A” section of the Kao website.



Hello. What should I do if I want to wash push toys?

Hello. I am Official Kao Support officer for cleaning consultations. I understand that you are asking how to wash push toys.

If you want to wash the entire toy, there is a possibility of deformation

I Various methods of communication with those consulting us

● Telephone

We determine “how consumers are feeling” by their tone of voice and deal with their issue accordingly.



● E-mail

If we need to communicate with consumers directly, we switch over to dealing with the matter over the phone.



● Sign Language

We have in place a help desk where hearing impaired consumers can consult us by using simultaneous interpretation provided by a sign language interpreter.*

*Remote interpretation system by ShuR Co., Ltd.



● Fax & letter



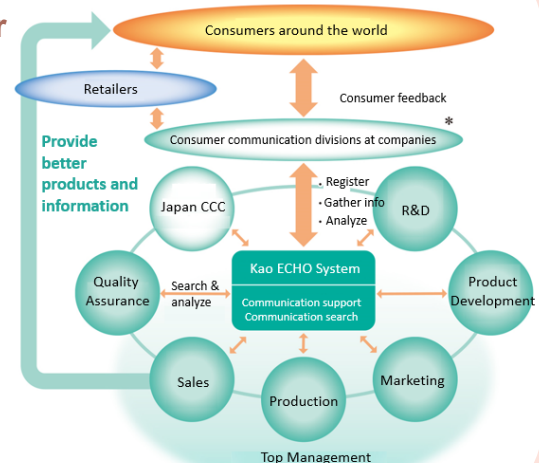
● Consultations from consumers who bring up an issue at a store



Consumer feedback received from around the world is shared in the Kao Group and utilized for “ESG-driven Yoki-Monozukuri”

In the Kao ECHO System we collect and share internally amongst everyone opinions received from consumers around the world and make the most of them in “ESG-driven Yoki-Monozukuri.”

Each division analyzes the opinions from their individual perspectives and applies them when conducting global quality improvement activities, developing products, and disseminating information. In addition, the CCC supports consumer communication divisions overseas to improve the quality of support provision activities globally.



* Consumer communication division in Japan is Japan CCC

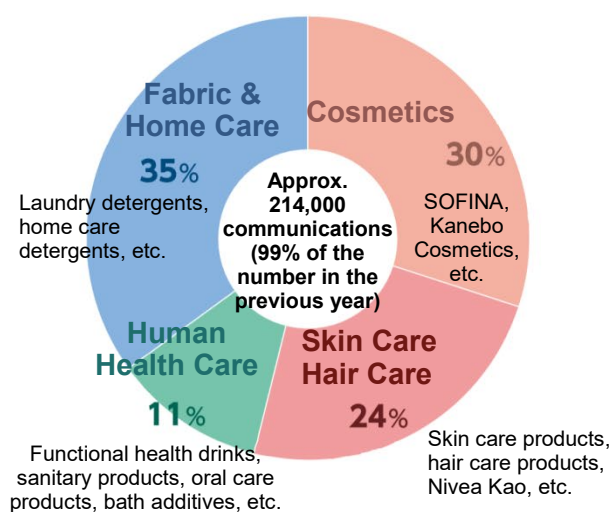
We received approx. 214,000 consultations in 2019.

I The number of telephone consultations decreased, while e-mail consultations increased.

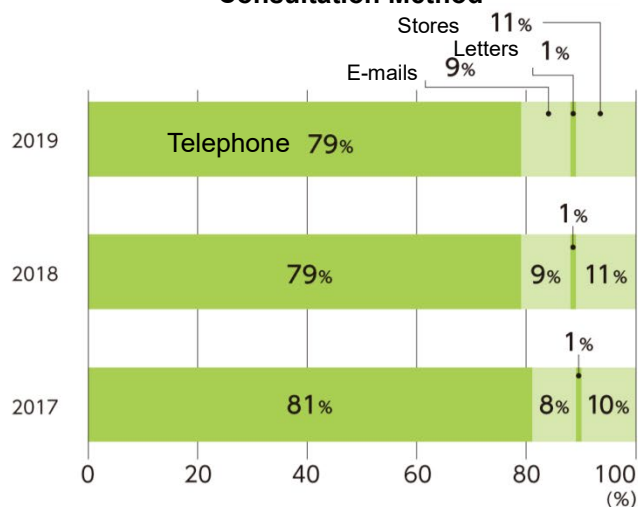
In 2019, in addition to directly received consultations such as those made via telephone, e-mail, letter and including indirect consultations via stores we received approximately 214,000 consultations (99% of the number in the previous year). Consultations via telephone, which account for approximately 80% of all consultations, decreased by 3%, while communications via e-mail increased by 7% compared to the previous year. We received many consultations as to ways to obtain products and expiry dates. Since our new product *Attack ZERO* included detergents especially made for front loading drum type washing machines for the first time, we received numerous consultations as to their selection and use leading to an increase in the number of consultations in the fabric care business area. We also received consultations about the transportation of products such as "I want to send the products overseas," for items such as UV products and *MegRhythm* possibly influenced by demand amongst inbound tourists and the number continues to increase.

As for age group of those making the consultations, the proportion of consumers in their sixties and older is increasing every year, accounting for 48% of all consumers who consulted us in 2019.

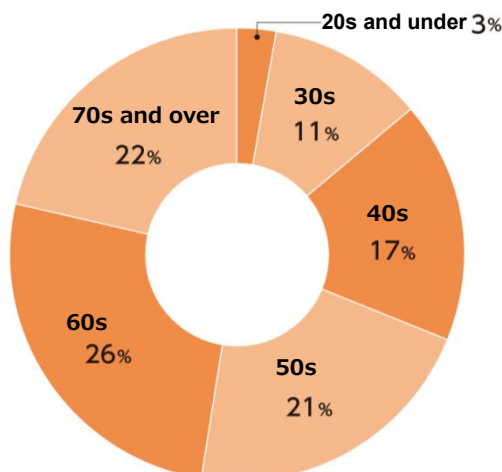
Composition Ratio of Consultations by Business Unit



Movements in the Composition Ratio by Consultation Method

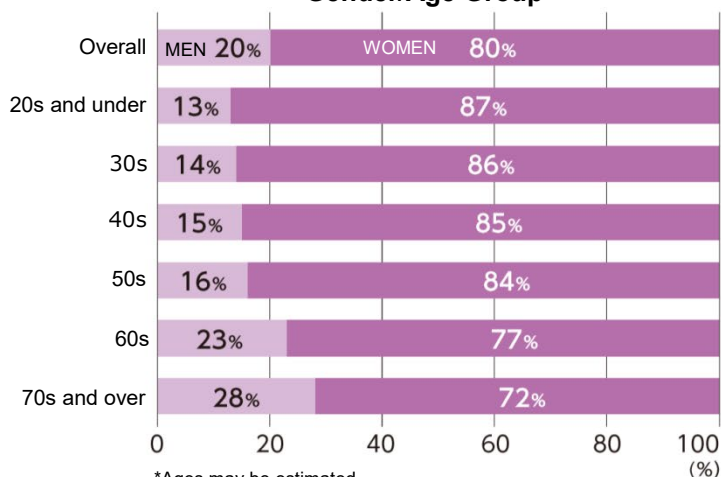


Composition Ratio of Consultations by Age Group



*Ages may be estimated.
Consumers whose age is unknown are excluded.

Composition Ratio of those Making Consultations by Gender/Age Group



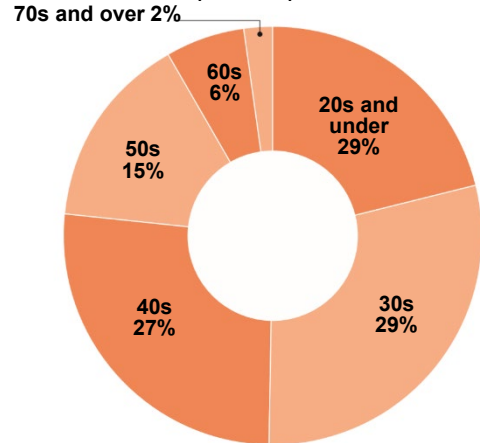
*Ages may be estimated.
Consumers whose age is unknown are excluded.

I We received consultations via e-mail from a wide range of age groups.

We received approximately 20,000 e-mail consultations in 2019 (7% higher than in the previous year). The number of consultations via e-mail sent through the Contact Us form on the Kao website is increasing every year.

E-mail is a consultation tool which allows consumers who have trouble calling us due to working during the daytime on weekdays or being busy raising small children and even those who are uncomfortable on the phone to pass on to us their comments and impressions in a casual way. Because of this, there is no great imbalance in the age of those making a consultation and we receive varied opinions from a wide range of age groups. The topics include simple questions, impressions and opinions, inquiries about how to obtain products and questions about commercials, opinions on our business activities, and other topics. Some of those opinions are compelling and bring up serious concerns. We do our utmost to deal with their consultation trying to empathize and thinking of them as we address each consumer's issue one by one.

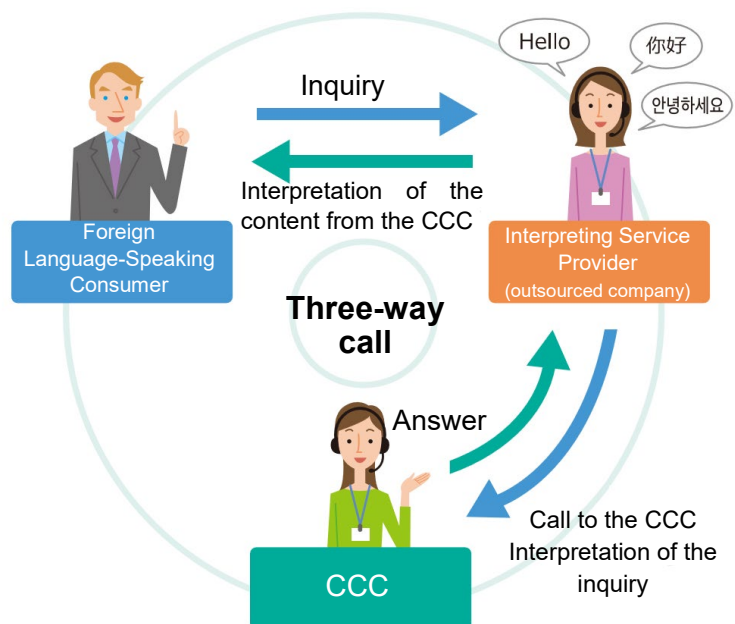
Composition Ratio of Consultations by Age Group (E-mail)



*Ages may be estimated.
Consumers whose age is unknown are excluded.

I Started telephone consultations in English, Chinese, and Korean

For e-mail consultations we also provide support in English. From 2019, we started a telephone consultation support service in three languages: English, Chinese, and Korean. The target users are tourists visiting Japan and foreign nationals living in Japan, whose numbers are expected to increase in the future. We answer questions and deal with consumers' doubts in a three-way call using an interpreter. After starting the telephone consultation support service, we have received inquiries such as "Could you tell me the manufacturing date of the product," "Can I send this overseas?" "Is there any difference between products sold in Japan and overseas," and "Where can I buy the product?"



Topics

> From Consultations Received when Disasters Occurred

I We received many consultations about sterilization and disinfection.

In September and October 2019, there was a succession of huge typhoons that caused severe damage over wide areas causing phenomena such as flooding and inundation of buildings leading to us receiving various types of consultations including those about cleaning, washing, sterilization, disinfection, sanitizing, and expiry dates. Consultations about sterilization and disinfection using chlorine bleach accounted for half of these. This was caused by government organizations such as the Ministry of Health, Labour, and Welfare recommending its use on their website as a countermeasure for preventing infectious diseases.

Because interest in preparing for disasters also increased, this caused an equal increase in the number of inquiries about expiry date related to the purchase of products in bulk. We also received requests for relief supplies including disposable diapers, tooth brushes, and other products and inquiries about how to use our products while saving water.

I Aim for three years' storage.

Kao's household products (except for some products including food) are designed to maintain their quality for at least three years after the production date if the products are stored unopened under the appropriate conditions. We ask consumers to store them away from places with high temperatures and high humidity, or those exposed to direct sunlight and to use them up as soon as possible after opening. We have started to indicate the manufacturing date on oral care products such as toothpaste.

I Standard preparation for disasters is important.

You should be prepared on a regular basis by putting together and keeping an emergency supply kit of the necessary items for living during evacuation prepacked and ready to take with you at any time. Keeping yourself clean during evacuation is the key to preventing infection. Handwashing is the most important of these measures. Bar and liquid soap, and for when you do not have access to water, wet wipes and disinfectants are useful.

On the Kao website, we place a focus on information about cleanliness when evacuated, and introduce creative ideas that help you to become more prepared against disasters and everyday items that can be useful in an emergency.



そなえくる
sonaēru
Cleanliness information
as preparation for disaster

Supervised by Japan Voluntary Organizations Active in Disaster (JVOAD),
a specified nonprofit corporation

01 Preparedness in normal times	02 Living in evacuation centers	03 Useful Kao products for disasters	04 A message from JVOAD
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Details

www.kao.co.jp/content/dam/sites/kao/www-kao-co-jp/hisaiji/index/pdf/Kao_Sonaeru_en_rev2.pdf

> From Consultations Received on Fragrance-Free Cosmetics

I We receive comments such as “I’m curious as to why there is a scent if the product is fragrance-free.”

Curél is made for dry and sensitive skin and all the items in this line are fragrance-free. We sometimes receive inquiries from consumers trying it for the first time saying “There is a smell even though the product is fragrance-free.” We assume that when a consumer uses the product assuming that fragrance-free means there is no smell at all, they worry that there may be a problem because it does have a certain smell. Actually, depending on product, you will notice a smell produced by the ingredients themselves contained in the product (ingredient smell). So we tell consumers that you may notice a scent even though the product is fragrance-free and that there is no problem with the quality.

I In order to use the product with peace of mind after noticing a scent

We sometimes receive consultations saying things like “I have used this product for a long time, but it smells differently this time,” about the *Curél Whitening* series. Since it uses some ingredients derived from natural herbs, there is a range in the strength of the scent. We assume that loyal users notice a slight difference in the scent. In response to these opinions, from 2019 we started to announce on the brand website that the *Curél Whitening* series uses a brightening ingredient derived from natural herb and the herb is chamomile. We will indicate the information on the product package so that consumers can image the scent and use the product with confidence even they feel the scent derived from the ingredient.

I Difference between fragrance-free and unscented

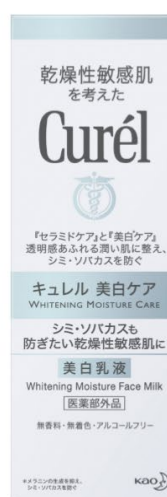
Various kinds of ingredients are used in cosmetics such as extracts derived from plants, which may have particular smell. Cosmetics which contain such ingredients have the fragrance ingredient included in balanced amounts so that particular smells are not noticeable and these are marked as “Unscented.” On the other hand, “fragrance-free” products may have a smell from the ingredients but do not contain any fragrance.



To prevent spots and freckles
Curél Whitening series for dry and sensitive skin



Chamomile
(image)





New concept of “No-Refill”

Smart Holder

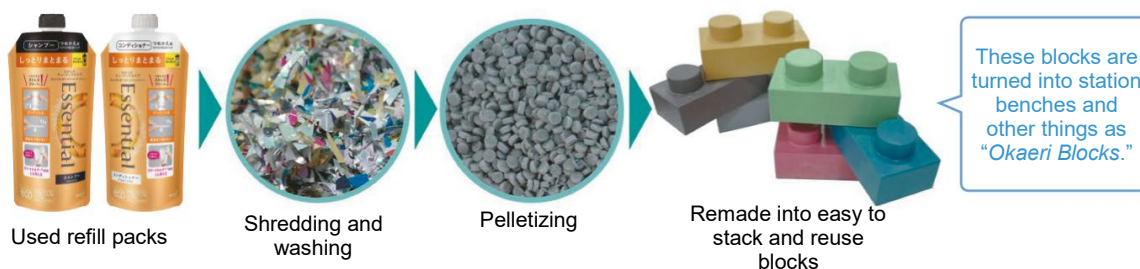
“Raku-raku Eco Pack Refill,” launched in 2016, is an environmentally-friendly product which allows easy refilling without spilling. “Smart Holder,” launched in April 2017, is an exclusive holder for “Raku-raku Eco Pack Refill”, which was developed with a new concept of no-refill. It allows you to set the “Raku-raku Eco Pack Refill” to the holder and insert a pump dispenser without the hassle of refilling. In addition, it made possible to use up all the contents since the holder adopted an original airless pump.

After its launch, we received comments such as “Raku-raku Eco Pack Refill is convenient, but I still felt refilling to be troublesome. This is a revolutionary product because containers will not be wasted,” and “This is stress free, environmentally friendly, and hygienic,” in addition to favorable comments and requests from senior consumers such as “We can reduce housework by using this, so I want my grandchildren to use it as well,” and “I felt refilling was a troublesome chore from about ten years ago. Unlike young people, the older I get the more troublesome various actions become for me. I would like you to develop this kind of products with concepts like this with the aging society of the future in mind.” These comments express new expectations for the “no-refill” concept.



Kao's Ecologically Friendly Approach — Aiming to Improve Plastic Container Resource Circulation —

System in which used refill packs are remade into blocks



RecyCreation

www.kao.com/jp/en/environment/lca/20/

Universal design focused container

Attack ZERO One-Hand Push Type

“Attack ZERO one-hand push type,” launched in April 2019, uses a container which adopts the principle of the lever allowing for easier dispensing of liquids using slight force. You can easily dispense an appropriate amount just with a slight push while holding it in one hand.

We received a request from a consumer who saw a news release announcing the launch of Attack ZERO, saying “I think the one-hand push type is convenient for people with visual impairments and would really like to introduce it to them,” so we participated in an event for people with visual impairments in Setagaya City to introduce Attack ZERO and shared information about doing the laundry. At the event, we received comments such as “It is convenient because I can measure 5 g with one push. It’s really good that I don’t spill any on my hands while measuring it out,” and “I think it looks easy to refill because the mouth of the container is wide.”

After the launch we also received many favorable comments at the support desk from consumers who used the product such as “I do the laundry every day and it is very convenient and less work because I can add detergent with one hand,” and “I have a daughter with a visual impairment. She can do the laundry by herself using this product when I am no longer here so I think it’s a great product.”

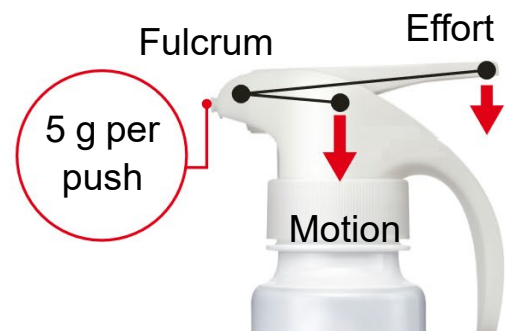
We will continue our efforts to develop convenient and easy-to-use, safe products which allow many people to use them without any trouble.



Attack ZERO
One-hand push type



The conventional
bottle type is also
available



We have also received many other favorable
comments from consumers -----

Even my 90-year old mother can use
this container.

It is easy because I only need to
use one hand. It has made doing
my laundry enjoyable.

My eyesight has gotten worse with age making
measuring very difficult, but I can easily measure the
dosage with this container.

Even when I had injured my right hand I was able
to use it with just one hand.



5 g per push. Measurement can be easily
done with one hand.

Launched smaller sized adult pull-up diapers that are easy to put on

Relief Adult Diapers Thin Type SS to S size

Adult pull-up diapers have the characteristic of being easy to wear and move in due to the elasticity provided by the rubber mounted in the diaper which provides a perfect fit, but it cannot be adjusted to the user's leg or waist size in the same way as tape type diapers. At the support desk we received many requests for smaller sizes from consumers who experienced urine leakage around the thigh area saying "I got sick and my legs got thinner. Could you design them for slightly thinner legs?" We also received requests for diapers for junior users along the lines of "My child has a disability and needs diapers but diapers for babies are too small and diapers for adults are too big." In the *Relief Adult Diapers Thin Type* (three-time urination absorbing capacity) series launched in August 2019, SS to S sizes (waist 45 to 75 cm) were made available only from online retailers (now only available in Amazon). From those who purchased them we received opinions such as "I use this for my child with disabilities. This is a life-saving product since diapers for babies were too small for my child."



A spray container that is now easy to use for everyone

Cape Hair Spray "New Raku-Raku Lever Button"

Cape, which first appeared in 1976, adopted the "New Raku-Raku Lever Button" when it was renewed in August 2019. The shape of the button was changed dramatically to enable it to be pushed down easily with a gentle push by pressing the button end. In addition, a slight dent was introduced as a guide to stabilize the finger so that you can spray areas you cannot see such as the back of your head. You can remove the button easily by putting your finger on the hook on the button after use. We received comments from consumers such as "It was difficult to adjust the amount of spray, but with the change over to the new button it is easier now," and "I could not push down the conventional button because the second joint of the finger on my right hand is artificial. With the new *Cape* even someone with an artificial joint such as me can push the new button. I am so happy. I know many people who have bent fingers and whose fingers have no strength on the tips. I want to recommend the new *Cape* to them."



Improved button



A gentle push will do



The dent for the finger provides stability



Easy to remove

Handwashing is fun. Our new hand soap

Biore u Foaming Hand Soap

In 2019 we launched a pump type hand soap, which allows people including children with their weaker strength to push easily for “flower-shaped” foam. An antibacterial pump that does not allow bacteria to multiply was adopted in order to allow hygienic use. We want to support children’s hand washing habits by making handwashing fun. This product embodies that desire. Because this product allows everyone* to create fun 3D shaped foam by pushing easily with one hand, we also received feedback not only children but also from adults such as “I broke my left arm which made it difficult to use conventional hand soap pumps so I changed over. Just by pushing gently with one hand the soap comes out easily and the flower-shaped foam soothes my feelings. I am free from the stress of hand washing now.”

*Best for 4 and older



Disinfection with a gentle formula for peace of mind

Quickle Joan Disinfectant Spray/Wipes

Since most disinfectant products contain alcohol, we have received comments such as “The scent is too strong,” “My hands will probably get dry,” and “I’d like a gentle formula because I have children and pets.” Therefore, in November 2019 we launched *Quickle Joan* which allows disinfection with peace of mind with a gentle formula containing naturally derived fermented lactic acid as an antibacterial ingredient. This is a product with Kao’s new technology that provides an antibacterial effect while being weakly acidic, having the same acidity as skin. You can spray the disinfectant spray on tables, kitchen appliances and children’s goods etc. directly and wipe it off with a clean cloth. You can pull out a wet wipe easily from the container and use it directly on your hands, fingers, and skin around the mouth. After the launch, we received many inquiries from consumers who have babies and small children asking “Is it safe to use on play mats and toys?”



Caution Safety & Security Awareness Activities

> These Products Are Easy to Use and Convenient, But Be Careful When Using Them!

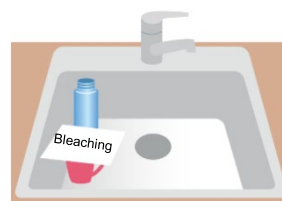
A characteristic of consultations about chlorine bleach and washing detergent, is reports about many physical troubles such as “product getting into your eyes,” “roughing of the hands,” and “nausea after inhaling the product.” The main ingredient, sodium hypochlorite, is widely used for disinfection. Due to its strong alkalinity and particular odor, we recommend ventilation, the wearing of face masks, gloves, eye glasses for eye protection etc. when using it.

Diluting type



Be careful with accidental ingestion in the kitchen.

Most consultations about accidental ingestion are about chlorine bleach for the kitchen. Extra caution is needed since it is placed in the kitchen together with food and beverages. Measures such as putting items in the sink and putting a large note while using bleach on them and other measures are effective in reducing the dangers of accidental ingestion.



Danger. Do not mix.

Use chlorine bleach and washing detergent by itself because it will produce toxic chlorine gases when mixed with acidic material. Some toilet and household detergents sold on the market are acidic, so take care not to mix them. (There are no acidic products amongst Kao detergents.) Please read the instructions on the back of the product carefully before use.



Danger. Do not mix.



Do not store diluted bleach.

The main ingredient of chlorine bleach, sodium hypochlorite decomposes slowly when stored for a long time, or when kept at a high temperature, or exposed to direct sunlight. Please avoid using old products. In addition, diluted chlorine bleach degrades as time passes, resulting in low sodium hypochlorite concentration. Only dilute the necessary amount when needed, as diluted chlorine bleach may not be sufficiently effective if stored.



First aid to lessen injuries

● **If it gets into the eyes** There is a possibility of losing your eyesight. Rinse the eyes with running water immediately for 15 minutes or more. Take the product to a doctor and seek medical advice immediately.

● **If swallowed** After rinsing the mouth, make the person drink one or two glasses of milk or water without forcing them to vomit and seek medical help immediately. Drink milk if possible, since milk can protect the stomach wall and reduce the effect of the ingredients. Attempting to force the person to vomit it out may cause suffocation and aspiration pneumonia so be sure to avoid this.

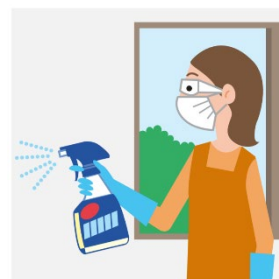
● **If feeling nauseous from the smell** Stop any work immediately and leave the area, then inhale fresh air and gargle. If the symptoms do not subside, take the product to a doctor and seek medical advice.

Spray type



Do not spray above eye level under any circumstances.

It is dangerous to spray bleach above eye level, because there is a possibility of it falling into your eyes. Apply it to mops and wipes when wiping high areas etc. and take measures so that you can avoid spraying bleach around when cleaning.



Do not transfer bleach into other containers on the market.

Spray bottles for bleach are designed to expel it as foam so that the bleach does not fly up into the air. It is dangerous if the bleach is transferred to a different spray bottle or a different liquid is placed in the spray bottle as a refill because the liquid may not be sprayed out as foam but as a mist which may fall back on the user. In addition, it may lose its efficacy due to degradation or affect the material of the container resulting in leakage.



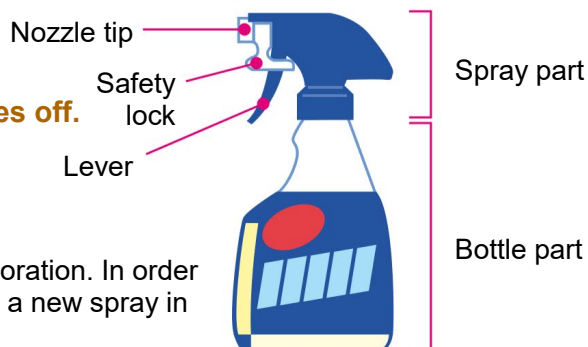
Containers have lifespans.

We recommend buying a completely new bottle instead of buying a replacement bottle in case you find problems such as leakage and the inability to form foam.

Signs of deterioration of the spray container

- Foam does not form easily.
- Liquid does not come out easily.
- Liquid leaks from the lever.
- The lever does not go back, breaks, or comes off.
- The tip of the nozzle comes off.
- Liquid goes in unexpected directions.
- The spray part comes off the bottle.

If the problems above appear, this is a sign of deterioration. In order to use the product safely, if you see these signs buy a new spray in an original container.



You can find these safety signs on bleach and mold remover.



No transferring
to other
containers



Watch your
eyes



Keep out of
the reach
of children



Ventilate

Product Inquiries		
TELEPHONE	Hair Care / Skin Care Products	0120-165-692
	NIVEA / 8 x 4	0120-165-699
	SOFINA/est	0120-165-691
	Curél	0120-165-698
	Laundry / Cleaning / Dish Washing Products	0120-165-693
	Oral Care Products (Toothpaste, mouthwash) / Bath Additives / Thermo Patch / <i>SUCCESS</i>	0120-165-696
	Diapers / Sanitary Products / <i>Sanina</i>	0120-165-695
	Beverages (<i>Healthya</i>)	0120-165-697
	Functional Foods (<i>Refine</i>)	0120-665-455
	<i>sonae</i>	0120-824-450
	Pet Care	0120-165-696
	Kanebo Cosmetics	0120-518-520

Office hours: 9:00-17:00 (Except for Saturdays, Sundays and public holidays)

*We have a system in place to answer emergency consultations such as those about accidental ingestions even at night or on public holidays on the numbers given above.

*Your call will be recorded for appropriate handing of inquiries etc.

English・中文・한국어 Call Center	03-6837-5778 9:00-17:00 (Except for Saturdays, Sundays, public holidays and other holidays and other holidays specified by Kao Corporation)
E-mail	Kao and Nivea-Kao: https://ssl.kao.com/jp/soudan/ Kanebo Cosmetics: https://ssl.kao.com/jp/kanebo-soudan/ *Please contact us using the online form on our website
Fax	03-5630-9380
Letter	Kao Consumer Communication Center Kao Corporation 2-1-3 Bunka, Sumida-Ku, Tokyo 131-8501
Sign Language	Software: Skype Supported Language: Japanese Sign Language & Signed Japanese Skype ID: Kao and Nivea-Kao – kao[at]shur.jp Kanebo Cosmetics – kanebo[at]shur.jp Office Hours: 9:00-17:00 (Except for Saturdays, Sundays and public holidays)

Websites	
Kao Product Catalog Product Q&A	www.kao.com/global/en/ www.kao.com/jp/en/products/ www.kao.com/jp/qa/
Kanebo Cosmetics	www.kanebo-cosmetics.co.jp/
Nivea-Kao	www.nivea-kao.jp/

To request “Activity reports” and other materials

consumer@kao.co.jp

Personal Information Protection

The Kao Consumer Communication Center handles various kinds of personal information. We recognize that personal information is a valuable asset and adhere to the “Privacy Policy” of Kao Group Companies in Japan.

Details of the Privacy Policy of Kao Group Companies in Japan

<https://www.kao.com/jp/corporate/privacy/privacy-en/>

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