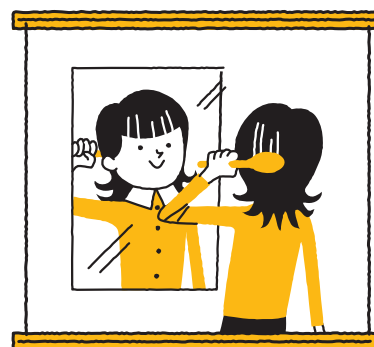


# Kao Consumer Communication Center Annual Activity Report 2021

January 1, 2020–December 31, 2020



# A Great Partner for Consumers, Close by at All Times

On January 20, 2020, the Consumer Communication Center (CCC) received its first inquiry related to COVID-19. As Kao offers a wide selection of sanitizers, disinfectants and cleaning wipes, day by day the CCC received more questions about whether Kao products were effective against COVID-19. People were naturally worried about the unknown virus without established control methods, and the fact that it was spreading around the world. We first carefully explained to the concerned consumers on the other end of the line the importance of maintaining cleanliness with proper hand-washing, using sanitizer, and wiping surfaces with a diluted sodium hypochlorite (bleach) solution as recommended by the Japanese government, to give them some small measure of reassurance.

Infection conditions were changing moment by moment, and the content of the inquiries we received also changed in various ways depending on the briefings held by the Japanese government and what was reported in the news. We constantly thought about what it was that consumers wanted to know at that time and what problems they were having, and strived to analyze the content of their inquiries and prepare appropriate answers to questions about health and hygiene after obtaining information from Kao's research divisions and conducting reviews with related divisions. In April, the

Japanese government declared a state of emergency, and we were forced to work from home and suspend our telephone support service. We wanted to at least be able to respond to inquiries by e-mail, and readied the equipment and modified our team operations to be able to do this while working from home. We created Q&A pages as needed with helpful information for people looking for information to solve problems they were experiencing in daily life. These were put together as a series of "Questions recently asked more frequently regarding infection countermeasures" and released on the Kao website. Some of these Q&A pages received as many as tens of thousands of views per day, the highest traffic ever for our Q&A pages, and we also received messages of appreciation. We feel genuinely grateful that we could be of help.

We have set our vision as being a great partner for consumers, anytime, anywhere. The COVID-19 pandemic has reaffirmed for us the importance of our role as a company that stays in touch with how consumers are feeling and meets their needs while the world around them is changing in ways big and small. We believe that we can do even more in 2021. To achieve ESG-driven *Yoki-Monozukuri* that contributes to sustainability in society, we will continue to stay close to consumers at all times and take action from consumers' point of view.

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# Kao's ESG Strategy—Kirei Lifestyle Plan

Since its founding in 1887, Kao has conducted corporate activities based on a consumer-driven approach. Conducting manufacturing with a consumer focus is the cornerstone of Kao's corporate philosophy. From its never-ending pursuit of innovation and product development with meticulous attention to detail to proposals and activities that stay ahead of the curve, Kao does everything with the goal of meeting consumers' needs.

Kao established the ESG (environmental, social and governance) strategy, the Kirei Lifestyle Plan, with a consumer focus to serve the needs, behaviors and desire of people around the world to live sustainable lifestyles. Kao defines this desired life as the Kirei Lifestyle, and aims to advance innovations in all aspects of business to contribute even more to society so that people are able to live beautiful lives inside and out.

For more information, see  
[www.kao.com/global/en/sustainability/](http://www.kao.com/global/en/sustainability/)

## Consumer-oriented Management

In January 2017, Kao announced the Declaration of Consumer-orientation.

Going forward, we will also conduct consumer-oriented management activities in line with the Kirei Lifestyle Plan.



For more information, see  
[www.kao.com/jp/corporate/sustainability/our-approach-to-klp/customer-first/](http://www.kao.com/jp/corporate/sustainability/our-approach-to-klp/customer-first/) (in Japanese)

### Declaration of self-compliance with ISO 10002/JIS Q 10002

The Kao Group announced in May 2019 that its initiatives to handle consumer inquiries in the Consumer Products Business Division\* in Japan were in compliance with ISO 10002: 2014 (JIS Q 10002: 2015), "Quality management—Customer satisfaction—Guidelines for complaints handling in organizations."

We take feedback from consumers seriously and ask for their opinions and requests for products and services based on our consumer-driven approach. In addition, we aim to respond in an accurate, timely and courteous manner while gaining insights into the actual usage situation including the consumer's awareness and lifestyle habits as well as personal feelings. Aiming to achieve ESG-driven *Yoki-Monozukuri*, we listen to consumers' feedback and consider what solutions we can offer as a company, proactively make suggestions internally and strive to deliver products, services and information that benefit consumers.

\*Consumer Products Business of Kao Corporation, Nivea-Kao Co., Ltd., Kanebo Cosmetics Inc.

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

### Supporting the Kao Group's ESG-driven *Yoki-Monozukuri*

The support desk at the CCC receives a wide variety of suggestions, questions and opinions for products and services. To both take this feedback seriously and gain an understanding of the thoughts and circumstances that led the consumer to contact us as well as their un-

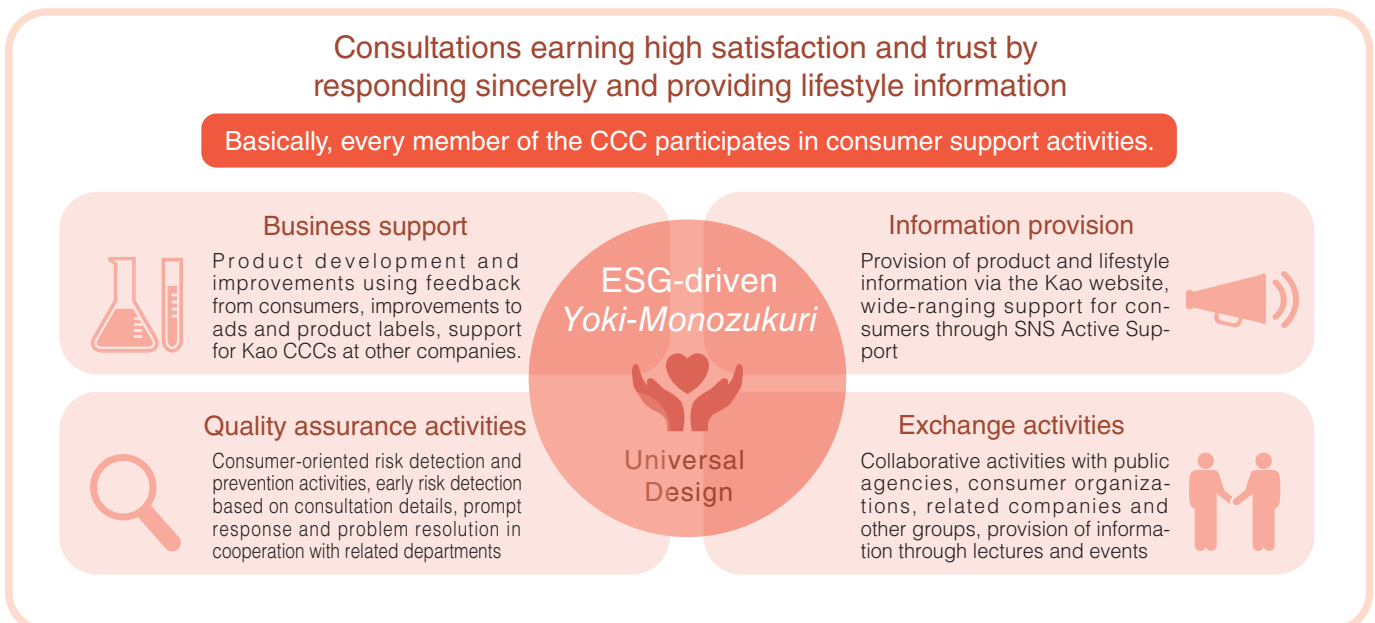
derlying awareness and lifestyle habits, all members strive to directly answer inquiries. By not only working to understand their feelings and solve their problems but also to gain insight into the context of the problem, we are supporting Kao's ESG-driven *Yoki-Monozukuri*.

### Four activities aimed at improving the products and services delivered to consumers

With a focus on ESG viewpoints and Universal Design, we aim to improve existing products, develop new products and improve services through the four activities of business support, information provision, quality

assurance activities and exchange activities. We conduct these activities with the goal of benefiting consumers and society.

#### Roles and activities of the Consumer Communication Center



## Various methods of communication with those consulting us

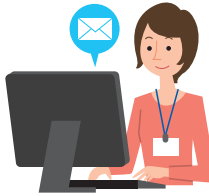
### ● Telephone

This is the most common way we receive inquiries. Over the telephone, we learn about the consumer's situations and thoughts, and take action accordingly. We also respond to inquiries in English, Chinese and Korean through the use of interpreters in these three languages.



### ● E-mail

This is a way for consumers to contact us regardless of the time of day. We receive impassioned feedback from consumers.



### ● Sign language

We have set up a support desk for consumers with hearing impairments to contact us using simultaneous sign language interpreting\*.



\*Remote interpretation system by ShuR Co., Ltd.

### ● Fax & letter

We also receive questions and comments from people with hearing impairments and others who prefer to communicate via fax and letter.



### ● We also respond to inquiries received at retailers

We have staff assigned to branches throughout Japan who promptly respond to inquiries in close cooperation with sales locations.



## Proactively communicating information to help make daily life easier

### ● Communicating information on Kao websites

We have expanded the information we communicate via Kao websites to help people resolve questions and concerns they have on their own.

We provide detailed product information and other information to help make daily life easier in product catalogs, product Q&A pages and support pages. When there is an event that captures the attention of society, we especially strive to promptly release information on support pages that will allay consumers' concerns and answer their questions.



### ● Official Kao support on Yahoo! Chiebukuro

We provide official Kao support on the Q&A site Yahoo! Chiebukuro to answer consumers' questions about housekeeping and beauty. Many people in addition to the original poster view the answers to questions. Answers that receive an especially high number of views are included in product Q&A pages on Kao websites as well.

Can you spray Quikle Joan disinfectant spray directly on your hands to sanitize them?

Hello. This is Kao's official housekeeping support. Thank you for your question about Quikle Joan. You asked if you can spray Quikle Joan disinfectant spray directly on your hands to sanitize them.

Please do not spray Quikle Joan disinfectant spray directly on your hands. Quikle Joan disinfectant spray is a disinfectant spray for the home, designed for use on the dining room table, children's items and pet items. While its safety has been fully verified, it is not designed for use on the hands or skin.



\*An image of the support is provided to create understanding of the types of exchanges on the site

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

Feedback received from consumers is shared with all companies registered in the Kao ECHO System and used in ESG-driven Yoki-Monozukuri. Consumer feedback received by Kao Group companies both inside and outside Japan is collected in the same Kao ECHO System. Divisions analyze the feedback from their respective viewpoints, and then use it in activities to improve global product quality, develop products, develop information and so on.



\*Consumer communication division in Japan is Japan CCC

We received approx.  
179,000 consultations in 2020.

### Changes in CCC operations and fewer inquiries due to the COVID-19 pandemic

The total number of inquiries received (by telephone, e-mail and letter as well as via retailers and other means) reached approximately 179,000 in 2020, or 83% of the previous year, due to the telephone support desk closing for around two months from early April and subsequent changes to CCC support, including shortened hours of operation.

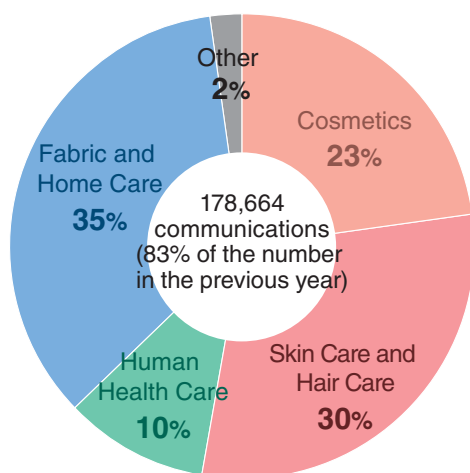
New habits formed across many facets of life during the COVID-19 pandemic, including mask wearing, regular hand-washing and sanitizing, and the widespread adoption of remote work. Reflecting these changes in people's daily

lives, we received a greater number of inquiries about sanitizing hands and living environments as well as about hair color and cleaning due to the greater amount of time people were spending at home.

Looking at the number of inquiries by business, we received fewer inquiries about cosmetics, which stood at 23% of inquiries (30% in 2019), while the number of inquiries about skin care and hair care, including about hand soap and hand sanitizer, increased to 30% of inquiries (24% in 2019). Looking at the age of people who contacted us, major changes from the previous year were not seen, with approximately half (46%) of all inquiries from people in their 60s or older.

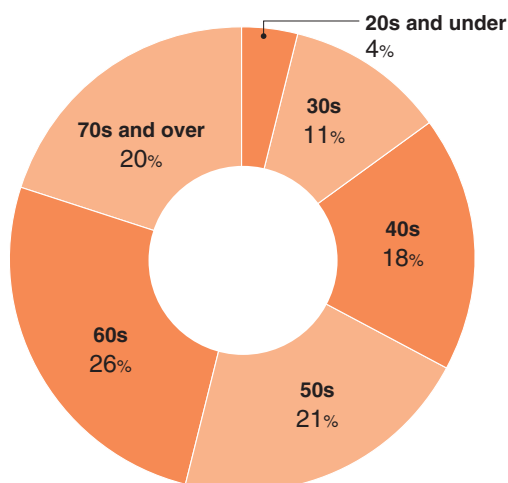
During the period when our telephone support desk was closed, we continued to have staff respond to e-mail inquiries while working from home. We received two to three times more e-mail inquiries than normal during this time, and afterward continued to receive 30% to 40% more e-mail inquiries compared to the same month of the previous year. We received a total of approximately 34,000 e-mail inquiries in 2020, a 50% increase over 2019. As a result, e-mail accounted for 18% of inquiries received (10% in 2019), while inquiries received via retailers fell to 8% of all inquiries (11% in 2019).

Ratio of consultations by business\*



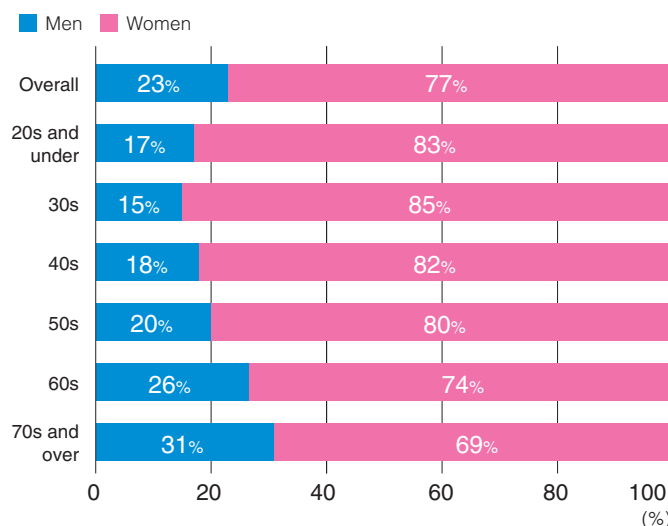
\*FY2020 by business

Ratio of consultations by age group



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

Ratio of those making consultations by gender/age group

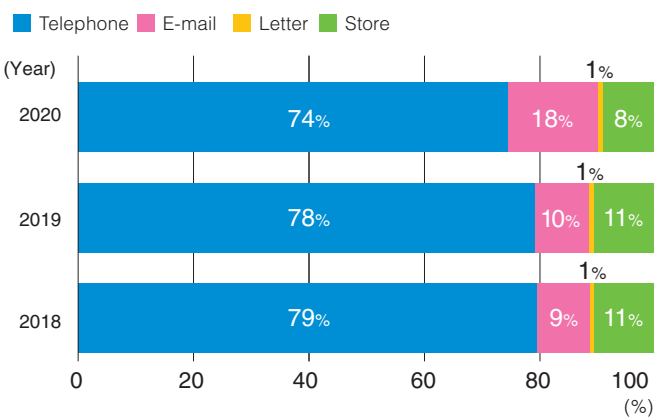


\*Ages may be estimated. Consumers whose age is unknown are excluded.

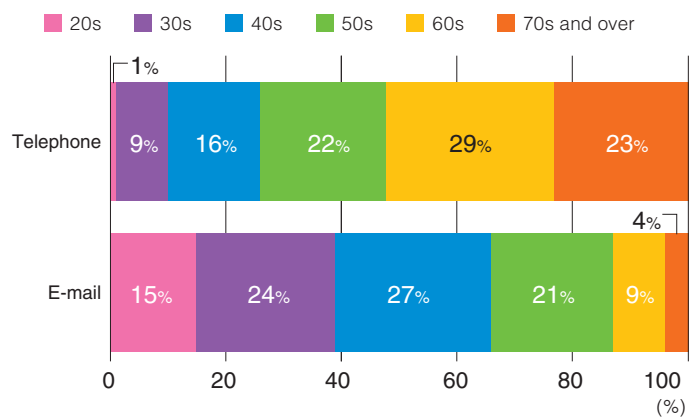
Looking at the ages of people who make inquiries by telephone and e-mail, while e-mail is used by people in a wide range of age groups, 66% of e-mail inquiries were from people in their 40s or younger. For telephone inquiries, 74% were from people in their 50s or older. This same trend is also

seen in past years, and shows that the telephone remains an important means of making inquiries for older consumers. In addition to telephone and e-mail inquiries, going forward we aim to further expand the ways consumers can communicate with us, including exploring new support methods.

### Movements in the ratio by consultation method



### Ratio of consultations by communication method/age group



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

## Communicating information to help consumers solve problems on their own

We proactively published Q&A on infection control measures on Kao websites in 2020. As a result, our product Q&A pages received more than triple the access of the previous year. We also created and released English-language versions for non-Japanese people living in Japan. According to a Kao study, more than 70% of people who contact companies by telephone first collect information

from the company's website. We expect that in the coming years more consumers will first do their own research before contacting us. In December 2020, we redesigned our product Q&A pages to add a keyword search feature. We also redesigned the support pages to serve as a portal for product Q&A, first aid treatment and product catalogs to make it easier for people to access the information they are looking for.

### Kao's Consumer Communication Center news page



### Product Q&A pages



# Topics

## Changes in consumer inquiries due to the COVID-19 pandemic

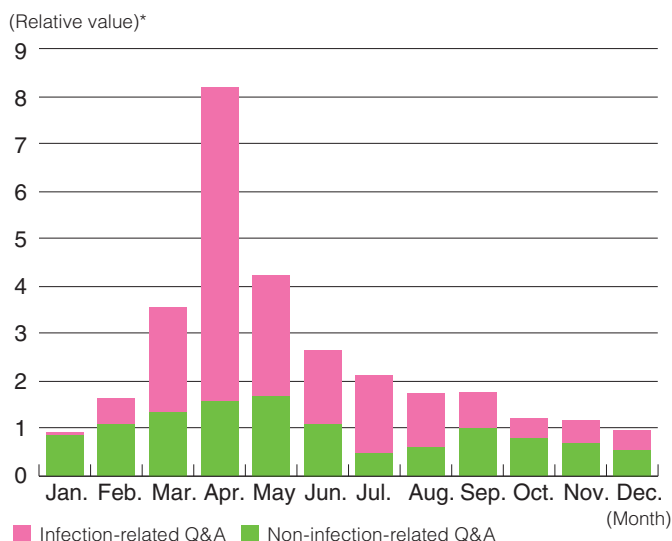
On January 27, 2020, after the Japanese Ministry of Health, Labour and Welfare announced that sanitizing the skin with disinfectant with a concentration of at least 70% alcohol, and sanitizing surfaces with a 0.1% sodium hypochlorite (bleach) solution, were effective at preventing COVID-19, there was a sharp rise in inquiries about products' antiviral effects and alcohol-based sanitizer. At the peak in March, we received more than 5,000 inquiries per month related to COVID-19. We

temporarily suspended our telephone support desk in April and May, but after this service resumed, we received more than 3,000 inquiries in July related to COVID-19, and more than 1,000 inquiries in December when Japan experienced a third wave of infections. As a result, we received a total of approximately 27,000 inquiries related to COVID-19, which accounted for about 15% of all inquiries received in 2020.

## Communicating information about infection prevention measures on websites

While inquiries to our support desk were increasing, starting in February 2020 we also began proactively communicating Q&A information about hand sanitizer and sodium hypochlorite (bleach) solution to help resolve consumers' questions and problems and alleviate their concerns. Afterward as well, we added new Q&A pages or revised existing ones each time the Japanese Ministry of Health, Labour and Welfare, the Ministry of Economy, Trade and Industry, the National Institute of Technology and Evaluation (NITE), the Kitasato Institute and Kitasato University released Q&A about COVID-19 prevention measures, the results of virus inactivation trials and so on. In April when the Japanese government declared a state of emergency, these Q&A pages received their highest access ever, with very high traffic concentrated on pages with information about how to dilute *Haitei* bleach and the effects of alcohol-based sanitizer on the novel coronavirus.

Website Q&A page access



\*The y axis uses a relative value of 1 for the monthly average value of non-infection-related Q&A

## Support desk status

On April 7, 2020, a state of emergency was declared for seven prefectures in Japan. Per company policy, we in the consumer support division also had to shut down our telephone support desk for the first time. Working from home in April and May, we answered inquiries only via e-mail, and had a limited number of staff go to our offices to respond by telephone to highly urgent matters only. During this time a large number of calls was logged on our toll-free line, and

we sincerely regret not being able to respond to these inquiries. Even after our telephone support resumed, the hours of operation were shortened, which made it more difficult to reach us by telephone and inconvenienced consumers. Meanwhile, we also received many messages of appreciation for opening our support desk during the COVID-19 pandemic, which reaffirmed for us the importance of continuing to operate our telephone support.

# Kao Group activities related to infection prevention measures

## Protect Kirei Lifestyles Project

Protect Kirei Lifestyles Project is one activity that came out of considering what we as the Kao Group could do now to benefit society. It involves providing complimentary products and the latest information on health

and hygiene based on scientific findings, including offering ways to safeguard hygienic living conditions and maintain a healthy lifestyle including one's mental state.

## Providing health and hygiene information needed now

Kao's hygiene information site introduces cleaning techniques able to eliminate viruses and videos that show how to wash hands and use hand sanitizer effectively. The site also provides information on how to wash masks that come in white and color patterns, as people were wearing cloth masks more due to the temporary difficulty in finding non-woven fabric masks.

Kao's hygiene information site



[www.kao.com/jp/new-hygiene/](http://www.kao.com/jp/new-hygiene/) (in Japanese)

## Delivering Kao Group products to healthcare workers

Kao is conducting an activity to deliver complimentary sets of Kao products to front-line healthcare workers, with the wish that they can enjoy moments of rest and relaxation. The first round of product sets was delivered

in late April 2020 to approximately 40,000 people working at 466 healthcare facilities, and a second round of product sets was delivered in January 2021.

## Hygiene Science Research Center website launched

The Hygiene Science Research Center website releases helpful information for the general public on ways to prevent infections in different everyday situations at home, when out and about, and so on. For public health researchers, healthcare practitioners and other specialists, the site provides infection prevention information based on research papers and other specialized knowledge.

Hygiene Science Research Center

[www.kao.com/jp/hygiene-science/general/](http://www.kao.com/jp/hygiene-science/general/) (in Japanese)



## Meeting higher demand for hand sanitizer through increased production

As hand-washing and sanitizing has been recommended since around January 2020, when concern arose over the spread of COVID-19, the supply of hand-washing and sanitizing products suddenly became scarce. In light of these market conditions and requests from the Japanese government and others, Kao readied its production structure to accommodate significantly higher production of hand sanitizer, with this production increasing more than 20-fold over the previous year. Our support desk

also received messages of appreciation from consumers as the supply of these products stabilized, including the following comment received in July 2020: "I got unexpectedly teary in the sales aisle at my regular supermarket when I saw the shelves full of products for the first time since the COVID-19 pandemic began. I had been thinking that the uncertainty would go on with nothing changing, but seeing that we were slowing making progress one step at a time made my heart swell."

### Obtaining accurate information and using products properly are important in preventing infections

Everyday actions are vitally important in preventing infections. The Japanese Ministry of Health, Labour and Welfare, the Ministry of Economy, Trade and Industry, and the Consumer Affairs Agency are jointly compiling and releasing disinfection and sterilization methods. Everyone is encouraged to obtain accurate information from trusted sources and select the right products for the purpose and use them appropriately.

Reference: Novel coronavirus disinfection and sterilization methods

(Special page set up by the Ministry of Health, Labour and Welfare, the Ministry of Economy, Trade and Industry, and the Consumer Affairs Agency)

[www.mhlw.go.jp/stf/seisakunitsuite/bunya/syoudoku\\_00001.html](http://www.mhlw.go.jp/stf/seisakunitsuite/bunya/syoudoku_00001.html) (in Japanese)

### Preventing infections from the hands and fingers



#### Wash hands with soap or hand soap

Rinsing hands is the most important part of washing hands to prevent viral infections. The viral load on hands and fingers is reduced to 1/100th just by rinsing hands under water for 15 seconds, and is reduced to 1/10,000th by washing hands with soap or hand soap for 10 seconds and rinsing hands under water for 15 seconds. After washing hands, it is not necessary to also use sanitizer (special page set up by the Ministry of Health, Labour and Welfare, the Ministry of Economy, Trade and Industry, and the Consumer Affairs Agency). If soap or hand soap is not available, body soap can also be used. After applying cleanser, thoroughly wash hands in order starting with the palm of the hands and then moving to the back of the hands, in between the fingers, under the fingernails, the thumbs and the wrists. Please also watch the video. A poster is also available for download (in Japanese).



Hand washing song and video



[www.kao.co.jp/bioreu/family/hand/song/en/](http://www.kao.co.jp/bioreu/family/hand/song/en/)



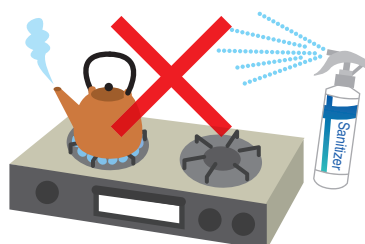
#### Alcohol-based sanitizer is also effective

When immediately washing hands is not possible, the Ministry of Health, Labour and Welfare has stated that alcohol-based sanitizer (concentration of 70% to 95% ethanol) is also effective, and if this is not available, a solution of at least 60% ethanol may be used. Please use alcohol-based sanitizer according to the usage instructions. Please also take precautions if you are sensitive to alcohol-based products.



#### Safety precautions for handling alcohol-based sanitizer with the potential to ignite and cause discoloration

The ethanol in alcohol-based sanitizer is flammable. Do not use alcohol-based sanitizer near an open flame. This is dangerous. Never spray alcohol-based sanitizer in the air, due the danger of it getting in the eyes and airways. Also do not refill the product in a different product container. This may lead to unintended problems, such as the product getting sprayed or splashed during use. Alcohol-based sanitizer is intended for topical use on the skin. There are increasing cases of problems such as alcohol-based sanitizer being used on clothing and discoloring or bleaching the fabric, and getting splashed on flooring and turning it white. Please read product labels and follow the safety precautions during use.



Spraying in the air/ignition warning (do not use near a gas burner)



Always refill the product in the original container

## Chlorine bleach contains sodium hypochlorite

Chlorine bleach contains sodium hypochlorite, which is effective in preventing infection from tables, doorknobs and other surfaces.

Corresponding Kao products include *Haite* (for clothing) and *Kitchen Haite* (for kitchens).

These are not sanitizers, so please use them based on accurate information and take safety precautions in their handling.



### How to dilute chlorine bleach to an effective concentration changes based on how long ago the product was purchased

The Japanese Ministry of Health, Labour and Welfare has released information saying that a 0.05% solution of sodium hypochlorite is effective at eliminating viruses on tables, doorknobs and the surfaces of other objects, and we have received a large number of inquiries about how to dilute and use sodium hypochlorite.

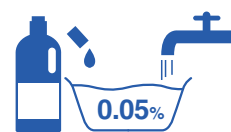
In consideration of how sodium hypochlorite gradually decomposes and becomes less concentrated over time, we have released dilution guidelines based on how long ago the product was purchased.

#### Dilution guide for *Haite* and *Kitchen Haite*

(When not stored in direct sunlight or at high temperatures)

	0.02% (200 ppm) or higher*	0.05% (500 ppm) or higher*	0.1% (1,000 ppm) or higher*
When the product has a concentration of 6% at time of production	Approx. 0.4 capful (10 ml) in 3 liters of water	Approx. 1 capful (25 ml) in 3 liters of water	Approx. 2 capfuls (50 ml) in 3 liters of water
Within 3 months from purchase	Approx. 0.5 capful (12 ml) in 3 liters of water	Approx. 0.4 capful (10 ml) in 1 liter of water	Approx. 0.8 capful (20 ml) in 1 liter of water
Within 1 year from purchase	Approx. 0.7 capful (18 ml) in 3 liters of water	Approx. 0.6 capful (15 ml) in 1 liter of water	Approx. 1.2 capfuls (30 ml) in 1 liter of water
Within 3 years from purchase	Approx. 1.2 capfuls (30 ml) in 3 liters of water	Approx. 1 capful (25 ml) in 1 liter of water	Approx. 2 capfuls (50 ml) in 1 liter of water

(1 capful is approximately 25ml) \*Sodium hypochlorite concentration



[www.kao.com/jp/qa/detail/18916/](http://www.kao.com/jp/qa/detail/18916/)  
(in Japanese)



### It is dangerous to put chlorine bleach in a humidifier Hypochlorous acid water and sodium hypochlorite are not the same

Never put a diluted solution of *Haite* or *Kitchen Haite* in a humidifier or air purifier. This is very dangerous. It may cause respiratory system problems or blindness if the solution gets in the eyes. It may also cause the device to malfunction or break down.



### Chlorine bleach cannot be used as hand sanitizer

It is a highly alkaline product, and may injure the skin even in a diluted solution. Do not use chlorine bleach on hands and fingers. If your skin comes into contact with chlorine bleach, thoroughly wash it off with water.



Do not use on hands and fingers



### Bleaching and corrosion warning

Chlorine bleach is a highly alkaline product, and even a diluted solution may cause discoloration or corrosion depending on the material. After wiping surfaces with chlorine bleach, always wipe them down with water using a clean cloth or paper towel. Please check the product label when using chlorine bleach.



### How to wash cloth masks

On the hygiene information site, Kao shows how to disinfect cloth masks using fabric bleach after washing them with detergent.



Kao's hygiene information site

[www.kao.com/jp/new-hygiene/](http://www.kao.com/jp/new-hygiene/) (in Japanese)



## Efforts to reduce plastic consumption

Plastic packaging protects the product contents and serves an important role during transportation and use, but there are environmental concerns over the excessive use of plastic, which has become a shared issue

for Kao and consumers that needs to be addressed.

Kao is working to reduce its use of plastic resources, and aims to achieve fundamental innovations in packaging.

### Our Philosophy & Action on Plastic Packaging

[www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/plastic-packaging-001.pdf](http://www.kao.com/content/dam/sites/kao/www-kao-com/global/en/sustainability/pdf/plastic-packaging-001.pdf)

## Efforts to eliminate eye-catching plastic stickers

The eye-catching stickers attached to products (packages) have served the role of quickly communicating targeted information about the product features and proper usage to consumers in stores where similar products are displayed together, making it easier to select the products. Plastic is used in packaging due to its ease of workability during manufacturing and its resilience during transport.

In 2020, some products of brands such as *Segreta*, *Liese* and *Cape* underwent major package redesigns and eliminated eye-catching plastic stickers in the effort to reduce the use of plastic resources. We have confirmed the status of inquiries following these changes, and have not found problems reported such as the consumer accidentally purchasing the wrong product. Kao has also proactively conducted a review of wheth-

er some transparent shrink film used to protect the product quality and printed labels of products that are sold in boxes can be eliminated. Some cosmetics products of *Kanebo* and other brands have currently begun to be sold without this film packaging.



## Efforts to eliminate in-store promotional goods: Hair color hair samples

In October 2020, the newly launched *Blauné Lumiést Hair Color* for coloring gray hair released a hair color simulation app to help consumers choose which shade to use, and stopped using hair sample displays in stores, which contain a large amount of plastic. The system offers a fun way to select hair color shades from a smartphone or PC by having the consumer use their own photo to choose a shade that looks good on them, and is advertised on product boxes, in-store POP and the website. We have received feedback such as the following from a woman in her 60s: "I wanted to change my look, and tried a lot of simulations. The color I achieved is different from anything I've had before and I'm very pleased."





## Efforts to ensure that hair color products are used safely

Including a stick to use for patch tests of *Foam Color*

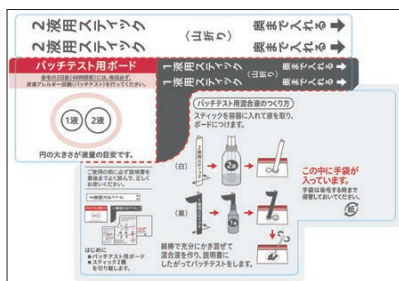
Hair color dyes (a quasi-drug called oxidative hair dye) are products that allow consumers to easily lighten their hair color, color over gray hair and give their hair beautiful color. However, in rare cases they can also cause rashes on the scalp. Kao has always used labels and taken other actions to communicate the importance of doing a skin allergy test (patch test) so that these products are used safely and securely by consumers.



### Board and stick sheet for patch tests

In June 2020, Kao began including a board and sticks (for solutions 1 and 2) to do patch tests of *Foam Color*, which compared to cream hair color dyes are difficult to get out in small quantities.

#### ◆How to make the mixture for a patch test◆



We received messages of appreciation from loyal users, such as, "It feels like I was able to properly make the mixture for the first time. This is a really wonderful improvement."

### Redesigned usage instructions

Because liquid and cream hair color dyes are alkaline, if they come into contact with the eyes, there is a risk of eye injury. To ensure a higher level of safety when using these products, we modified the text of the usage instructions.



Added text about always washing eyes in case of contact

Added illustration of how to wash eyes

Excerpt from usage instructions

Launch of eco-friendly packaging that dispenses a fixed amount with one light push

## *Raku-raku Switch with Bioré u The Body – Body Lotion for Wet Skin*

In September 2020, Kao launched *Bioré u The Body – Body Lotion for Wet Skin*, which can be hung in the shower. This product comes in the *Raku-raku Eco Pack Refill*, which makes it easy to refill even highly viscous products. When used together with the hook and the *Raku-raku Switch*, which allows the user to dispense a fixed amount with just one light push, the product does not take up space in the bath and can be used hygienically and until all the contents have been completely used. The *Raku-raku Switch* can also be washed and reused, eliminating the need to refill a pump container or bottle.

We received positive reviews from consumers of many different ages, such as, “My bath is nice and neat after hanging this up,” “The container bottle doesn’t touch the floor so it stays clean,” “It just takes a light push to use, and doesn’t fall over like a pump bottle can,” and “Even small children can adjust how much they get and use it easily.”



With the Raku-raku Switch



Hang it by the hook



Just one light push from the hanging position

Launch of unscented series allows use by a wider range of consumers

## *Bub Unscented Series*

*Bub* effervescent bath additives, which use carbon dioxide gas to enhance the benefits of bathing, including stimulating the blood circulation, relieving fatigue and relaxing stiff shoulders, are loved by many consumers. We were receiving more requests from people who could not use scents or who preferred unscented products to create an unscented type of *Bub*. As people were rediscovering how baths can not only warm the body but also improve one's mood and help maintain health amid the lifestyle changes brought about the COVID-19 pandemic, Kao wanted to have a wider range of people be able to leisurely enjoy the feel of hot bathwater with *Bub* added. Therefore, in August 2020, Kao launched an unscented series of *Bub* in a clear type (dye free/fragrance free) and a milky type (milky color/fragrance free). Starting right after the launch, we received grateful messages from people who had been waiting for products like these, such as, “I’ve wanted to use effervescent bath additives, but I’m sensitive to fragrances and gave up on using them for many years. But now I can’t wait to get in the bath every day,” and, “Everyone in my family likes different fragrances and I haven’t been able to use bath additives when I’ve wanted to, so this is such a great help.”



Just spray on for easier washing later when you can't wash dishes immediately after eating. Also helps out with housework while working from home

## CuCute Ato-raku Mist

Washing dishes is a greater burden for the growing number of dual-income households who lead busy lives. In April 2020, Kao launched a pre-wash spray mist for dishes that helps lessen the burden when dishes are not washed right away. The mist allows food and stains to be easily removed in a shorter amount of time when washing dishes later, so it is perfect when people do not have the time to wash dishes, want to relax, or want to wait and wash all the dishes at once. We received feedback such as, "For someone like me who doesn't want to wash dishes right after eating, it's like my savior," and, "I don't really like washing dishes, so this has helped reduce the stress of household chores and child care a little." Consumers who are spending more time working from home during the COVID-19 pandemic have also left us positive reviews from new perspectives, such as, "Even when I'm busy dropping off and picking up my kids, I didn't like leaving the dishes just sitting in water. When I saw the TV commercial, I thought 'This is it!'," and, "There are more times now when I leave the dishes unwashed after lunch, and I'm glad I discovered *Ato-raku Mist*."



1 Spray evenly on dishes and cookware

\*Do not soak dishes in water



While they sit...

Breaks down food and grease

The enzymatic mist penetrates food and grease, breaking it down and making it easier to wash off.

Antibacterial

Also inhibits the proliferation of bacteria while dishes sit

\*Not effective on all types of bacteria

2 Wash dishes with dish detergent and a sponge

\*Effective when washing dishes 30 minutes to 3 hours after spraying



## Making it easy to clean tight floor spaces around the toilet without crouching

### Quickle Mini Wiper

Loyal users of *Quickle Wiper* have left feedback such as, "It's difficult for me to crouch down as I clean," "I want you to make a smaller version of *Quickle Wiper* that can reach behind the toilet bowl," and, "I want some kind of mop that would just be for using on the floor around the toilet." In October 2020, the *Quickle Mini Wiper*, allowing users to clean even tight spaces behind the toilet without crouching down, was launched. When the announcement for the *Mini Wiper* was released, we received comments from people who were waiting for the product to launch, such as, "When does it go on sale," and after the launch, we also received grateful messages such as, "I have been waiting for this product" and "This makes cleaning the toilet easier."



## Product Inquiries

### Telephone

Kao Consumer Communication Center: 0120-165-690

The telephone number for product inquiries is different for different products. Please use the telephone number listed on the product for inquiries.

Support desk 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 handling 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 specified by Kao Corporation)
E-mail	Kao and Nivea-Kao: <a href="https://ssl.kao.com/jp/soudan/">ssl.kao.com/jp/soudan/</a> (in Japanese) Kanebo Cosmetics: <a href="https://ssl.kao.com/jp/kanebo-soudan/">ssl.kao.com/jp/kanebo-soudan/</a> (in Japanese) *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 Skype compatible Japanese sign language Signed Japanese	Skype ID: Kao and Nivea-Kao— <a href="mailto:kao@shur.jp">kao@shur.jp</a> Kanebo Cosmetics— <a href="mailto:kanebo@shur.jp">kanebo@shur.jp</a> Support desk hours: 9:00–17:00 (Except for Saturdays, Sundays and public holidays)

★Support desk hours may vary.

## Websites

Kao Corporation	<a href="http://www.kao.com/global/en/">www.kao.com/global/en/</a>
Kanebo Cosmetics	<a href="http://www.kanebo.com/">www.kanebo.com/</a>
Inquiries about household products and cosmetics (Kao Consumer Communication Center)	<a href="http://www.kao.com/jp/support/products/">www.kao.com/jp/support/products/</a> (in Japanese) <div>Contents</div> Product Q&A/First aid treatment in case of accidental ingestion or eye exposure/Household goods product catalogs/Cosmetics product catalogs, etc. 

## To Request Activity Reports and Other Materials

[consumer@kao.co.jp](mailto: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](http://www.kao.com/jp/corporate/privacy/privacy-en/)

[www.kao.com/jp/corporate/privacy/privacy-en/](http://www.kao.com/jp/corporate/privacy/privacy-en/)

## Kao Corporation

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