

# Kao

## Consumer Communication Center

### Annual Activity Report 2022

January 1, 2021–December 31, 2021



**Kao**

Kirei—Making Life Beautiful

# ESG-driven *Yoki-Monozukuri* through close communication with consumers

Whether we like it or not, COVID-19 has brought new rules and new ways of life into our everyday lives. Restrictions and limitations on behavior have been put in place to prevent infections, and the way we work, socialize and interact with others has changed dramatically. In the past two years, web conferencing and remote work have become a normal part of our lives, and we sense that people have begun adapting to this new way of life with COVID-19. Coupled with the COVID-19 pandemic, there is also a growing awareness of the concept of “Leave no one behind,” the central promise of the sustainable development goals (SDGs), and the need to address environmental and social issues, and issues of the earth as a whole, from an environmental, social, and governance (ESG) perspective is being given greater emphasis.

In our own activities in 2021, we engaged in proactive efforts centered around our response to the “new normal” and an ESG perspective. In responding to inquiries, given that so many people made use of the Q&A on infection control measures we published in 2020, we felt a strong need to be able to respond to the problems of any

generation, anytime and anywhere, and strengthened our tools for communicating information to help consumers solve problems on their own. In addition to expanding and enhancing the content of our product catalog and product Q&As, a chatbot was introduced, and a new live chat service was also started as a channel that young digital users could easily consult.

From an ESG perspective, we listen carefully to consumer feedback, conscious of the touch points between consumers and our products. From those many different connections, we have been able to sense the wishes of many consumers regarding ease of selection, ease of use, refilling, disposal and other issues, and where thus able to propose and realize ESG-driven *Yoki-Monozukuri*. We will continue to contribute to the realization of the sustainable, enriched lifestyles that consumers desire through communications that keep us close to the consumer.

We hope you will read this report, which summarizes the 2021 activities of the Kao Consumer Communication Center (CCC), and we appreciate your comments and opinions.

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# Kao Group's Corporate Philosophy—The Kao Way

[www.kao.com/global/en/about/purpose/kaoway/](http://www.kao.com/global/en/about/purpose/kaoway/)



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. (Revised 2021)



## Kirei Lifestyle Plan

[www.kao.com/global/en/sustainability/klp/](http://www.kao.com/global/en/sustainability/klp/)



Kao's ESG Strategy has been developed and designed to serve consumers' needs, behaviors and desire to create sustainable lifestyles. We define these lifestyles as the Kirei Lifestyle, and we established the Kirei Lifestyle Plan (KLP) to contribute to it. The KLP includes

our vision, three commitments and the foundation that supports these commitments. Our priority themes are set for each of these, and we are working to achieve our ambitious goals to be accomplished by 2030.

## Consumer-oriented Management

[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)



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

Kao has been promoting corporate activities under consumer-oriented management in line with the Kirei Lifestyle Plan.

Following awards in 2018 and 2019, Kao received the Selection Committee Chairman's Commendation in the fiscal 2021 Good Practices of Consumer-Oriented Management Awards.

(Newly established; for collaborative efforts by multiple businesses)



News release: [www.kao.com/global/en/news/business-finance/2022/20220331-002/](http://www.kao.com/global/en/news/business-finance/2022/20220331-002/)

The award was given in recognition of the RecyCreation initiative, in which used refill packs are collected and recycled. The two competitors, Kao and Lion, are collaborating on this initiative in order to solve the social issue of realizing a resource-circulating society.



## Roles and Activities of the Consumer Communication Center

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 complaints, inquiries and opinions regarding our products and services, which we take seriously and treat with attention to consumers' feelings. All members strive to answer these feedback directly in order to understand the thoughts and circumstances that led the consumer to contact us, as well as their underlying awareness and lifestyle habits.

The wide variety of feedback we gain from consumers is collected in the Kao ECHO System, and by utilizing it throughout the Company, we are supporting Kao's ESG-driven *Yoki-Monozukuri*.

### Collecting Consumer Feedback in the Kao ECHO System



\*Consumer communication division in Japan is Japan CCC.

### 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 business activities, information search and communication, quality assurance and exchange and educational activities. We conduct

these activities with the goal of benefiting consumers and society through ESG-driven *Yoki-Monozukuri* that aims to create a world where all life can coexist and flourish, and in which no one is left behind.

### Roles and activities of the Consumer Communication Center

Activities that earn the high satisfaction and trust of consumers through sincere, customer-centered responses and by offering information on Kao products and lifestyle

Everything starts with responding to inquiries

#### Business activities

Based on an analysis of the consumer feedback, make recommendations for product development, improvement, labeling, advertising and other marketing activities that can provide lifestyle value and solutions to consumer wishes



#### Information provision activities

Provision of information via the Kao website that allows problems involving products and lifestyle to be solved anytime, anywhere. Promote the use of DX to search for needed information and provide a wide range of consumer support



#### Quality assurance activities

Promote consumer-oriented risk detection and prevention and quality improvements. Early detection of major risks based on consultation details, and prompt response and problem solving in cooperation with related departments



#### Exchange and educational activities

Information exchanges with public agencies, consumer organizations, other companies, industry groups and other outside stakeholders. Provision of product and lifestyle information and educational activities through lectures and events



Creating a world where all life can coexist and flourish, and in which no one is left behind



ESG-driven  
*Yoki-Monozukuri*

## We offer diverse channels of communication

The main channels for consultations to the CCC are the telephone, e-mail and via retailers. In 2021, we also started a live chat service easy for young people to use.

To allow consumers to solve their own problems 24 hours a day, 365 days a year, in addition to our product catalog and product Q&A we also introduced a chatbot.

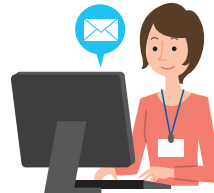
### ● Telephone

About 80% of consultations are received this way. Through these conversations, we listen closely to and respond to consumers. We also respond to consultations in English, Chinese and Korean through the use of interpreters in those three languages.



### ● E-mail

This is a way for consumers to contact us regardless of the time of day, and represents about 10% of consultations. We receive impassioned feedback from consumers through e-mail.



### ● Sign language

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



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

### ● Fax & letter

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



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

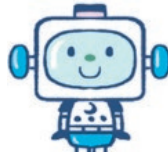
We promptly respond to consultations from retailers nationwide, about 10% of the total, in close collaboration with sales locations.



NEW

### Chatbot

A chatbot has been installed on the product Q&A and inquiry pages of our official website. It responds to inquiries about household products.



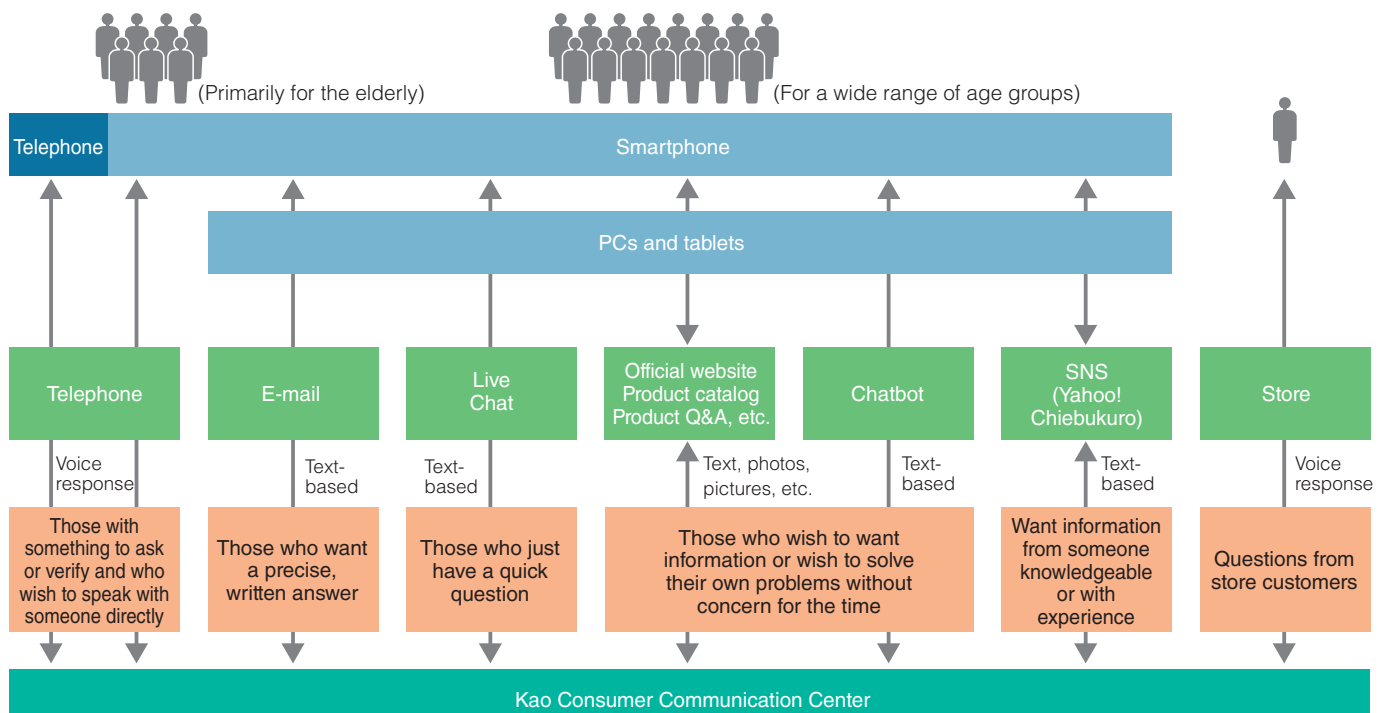
NEW

### Live Chat

Live chat can be accessed from the same entry point as the chatbot. Staff respond in real time.



## Overview of Communication Channels



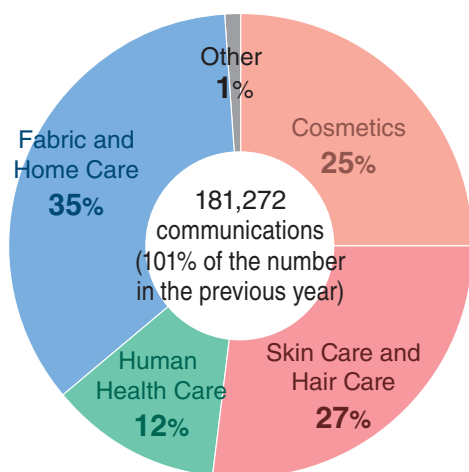
We received about 181,000 consultations in 2021 (up about 1% from the previous year)

### Major drop in inquiries related to COVID-19

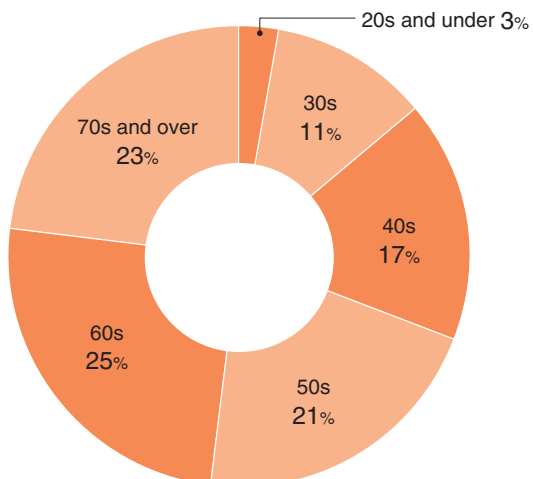
Partly due to the impact of shortened support desk hours to prevent the spread of COVID-19 through August 2021, the number of consultations (including phone, email, letters, etc. as well as inquiries via retailers) remained about the same as in 2020, when the telephone support desk was closed for two months.

There was no major change from the previous year in the ratio of consultations by age group, with those in their 60s and above representing 48%, or about half of all inquiries.

Ratio of consultations by unit



Ratio of those making consultations by age group



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

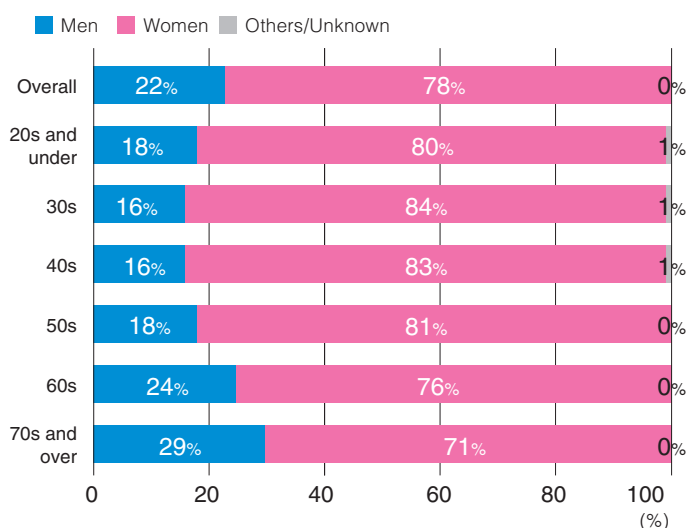
As in the previous year, many consultations relating to COVID-19 were received regarding the features and efficacy of hygiene-related products and the use and selection of home care products, but the number fell significantly compared to the previous year. There were also many consultations regarding laundry detergent, products no longer being manufactured and how to obtain lipstick that was so popular that it was in short supply.

The ratio of telephone and e-mail consultations by age has not changed significantly, with 74% of callers being seniors in their 50s or older, while approximately 90% of those consulting us via e-mail were in their 20s to 50s, representing a wide range of ages.

In the ratio by consultation method, consultations by telephone increased over the previous year, while e-mail consultations fell. We believe this is mainly due to an increase in the ratio of e-mail consultations due to the closure of the telephone support desk for two months in 2020. Consultations via retailers, mainly in cosmetics, were comparable to the previous year, but slightly lower than in 2019.

As in the previous year, the ratio of consultations by gender and age group tended to be higher for senior males than for other age groups.

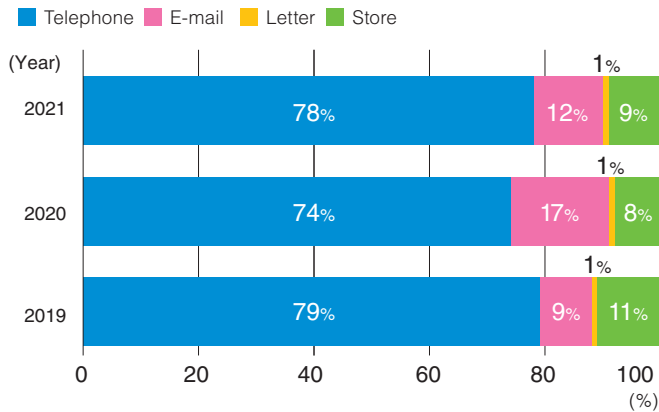
Ratio of those making consultations by gender/age group



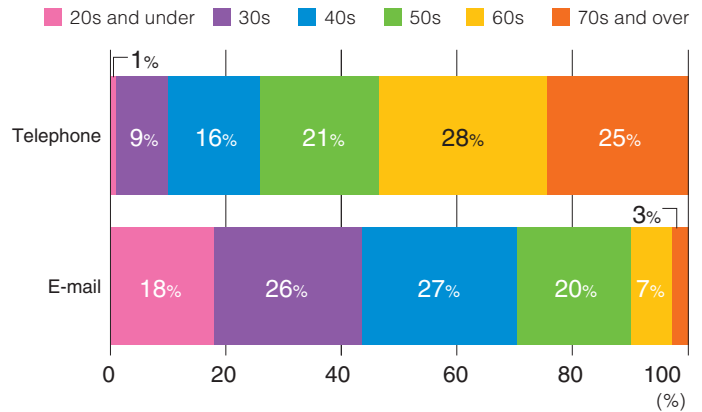
\*Ages and genders may include estimates.  
Changed to gender-sensitive consultation form in 2021.



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.

Those accessing the product Q&A site increased by 25% over the previous year (excluding site summarizing infection control measures)  
 Yahoo! Chiebukuro received about 1.55 million page views for the year

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

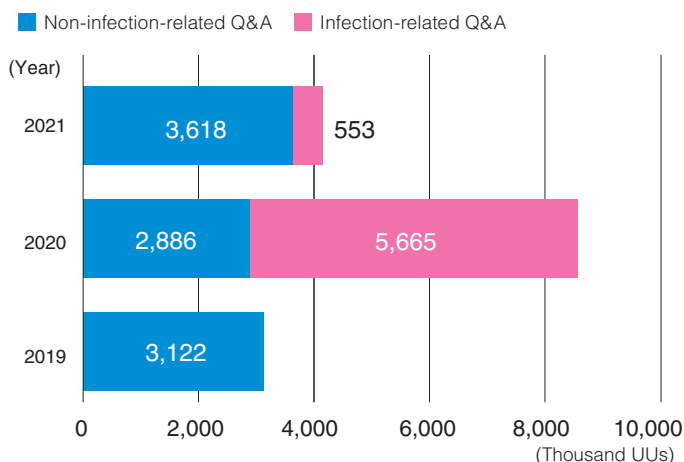
#### ● Access to product Q&A

As consumers have become more generally aware of disinfection and virus elimination, the number of virus-related consultations to the support desk declined, as did the number of views on product Q&A sites related to infection control. The number of visits to a site set up to summarize inquiries that have recently increased regarding infection control declined significantly in 2021, to about 10% of 2020, resulting in approximately 4 million UUs\* for access to product Q&A in 2021 (48% of the previous year's total). That said, the number of visits to non-infection-related product Q&A increased by 25% over the previous year.

\*Acronym for "Unique Users."

Indicates the number of users who visited a site within a specific time period.

#### Change in website Q&A page access



#### ● Official Kao support on Yahoo! Chiebukuro

We began answering problems submitted by consumers in 2015, and in 2021 we provided about 900 new responses. Since the original questions remain available on the site, many people in addition to the original poster view the answers. Views to all past answers (of which there are about 7,800) reached approximately 1.55 million for the year in 2021. Since many of the questions come from a relatively young age group, answers to concerns and problems that ranked higher in views are different from the inquiries made directly to Kao via telephone or e-mail.

#### 2021 answers ranked highest in views

- 1st Who is the guy in the library in the *Flair Fragrance* commercial?
- 2nd I was looking for *Humming Neo* without realizing it had been discontinued. What's a good replacement?
- 3rd Can I use *Liese Creamy Bubble Color* in Dark Navy on black hair without bleaching?

#### Past answers ranked highest in views in 2021

- 1st When I wake up in the morning my bangs are flat and split. Is there a problem with how I'm drying them?
- 2nd How many months will it take for my hair to grow from a short bob to medium length?
- 3rd I curl my bangs and spray them with Cape, but the curls go flat from wearing a mask. What can I do to maintain the curl?

### Efforts to help consumers solve problems on their own

There are two types of consultations we receive from consumers: those that can be solved through direct inquiries by phone or e-mail, and those that consumers can solve themselves by accessing publicly available

information. In addition, consumers can access public information anytime they like to solve their problems. In 2021, we worked to enhance this public information and diversify our communication channels.

### Expanding product Q&A

#### We add Q&A according to consultations from consumers

To help consumers feel comfortable solving problems on their own, we have worked to expand product Q&A based on consultations received by our support desk and through knowledge and expertise that had not previously been explicitly formalized. Videos are used to

show how to use products in an easy-to-understand format, and we introduced a new rating function as well as a function for linking to related Q&A. We quickly pick up on consumer feedback to carry out improvements.

この情報で解決されましたか？

はい      どちらともいえない      いいえ

#### 関連するQ&A

- 【使用方法】「バスマジックリン エアジェット」を使っていると、途中で液が出なくなりましたが？
- 【使用方法】使用中で「バスマジックリン エアジェット」のミストが泡になったり、ばたばたと液がたれるようになってしまったのですが？
- 【使用方法】「バスマジックリン エアジェット」を初めて使うのですが、レバーを引いても液が出ないのはなぜ？

#### Q. 【使用方法】「バスマジックリン エアジェット」の『連射ミスト』の上手な使い方は？

A. 「バスマジックリンエアジェット」のスプレーは、レバーを引いて手を離してもミストが約1秒間出続ける構造です。そのため、ミストが止まる前のタイミングで、一定のリズムでレバーを繰り返し引くことで、ミストを途切れることなく出し続けることができます。このことを「連射ミスト」と表現しています。



### Retailer search function introduced

It is now possible to search for retailers carrying the product you are looking for without having to inquire with us

In March 2021 we revised our product catalog, making it possible to search online for retailers that carry our various products.

\*Some products and retailers may not be searchable.



This mark indicates retailers carrying the product

\*Please contact the retailer directly for information on availability



## Information for overseas shipping

### Required documents can be downloaded (for Megrhythm and sunscreen)

Our product catalog discloses information on whether or not products are classified as hazardous material under the Civil Aeronautics Act. Documents related to air transport are newly available for download if required (for some products).

温かい蒸気が出るアイマスク

**めぐりズム 蒸気でホットアイマスク 無香料 12枚入**



心地よい蒸気が働き続けた目と目を温かく包み込み、気分リラックスするアイマスク。それはまるでお風呂のような心地よさ。快適温度約40℃、快適時間約20分。一日の緊張感から解き放たれ、気分まで奥からじんわりほぐれていきます。開封するだけで温まるので、手軽に使えて外出先でも便利。やわふわタッチで肌ざわりが気持ちいい。どんな姿勢でも使いやすい耳かけつきます。

温かい蒸気が出るアイマスク  
12枚

● 本品は、航空便で送る際、航空法で定められた航空危険物に該当しません。

Classified as a hazardous material under  
the Civil Aeronautics Act

めぐりズム 蒸気でホットアイマスク 無香料 12枚入



容量 12枚  
梱内容 12  
サイズ 84×125×139  
梱包箱ITFコード 14901301348026

JANコード  4 801301 348029

 航空輸送関連資料はこちら  
輸送用MSDS

File for download is here

## Chatbot and live chat

### Chat service for Kao household products is now available

In October 2021, we began accepting questions about laundry products via chatbot and live chat. The service is currently available for consultations regarding Kao household products. The chatbot runs 24 hours a day every day of the year, while live chat is provided by staff during regular support desk hours. We also use opinions and feedback from the website to improve our product Q&A.

kao Japan | 日本語 Kao Worldwide

企業情報 製品カタログ 製品Q&A お問い合わせ

製品Q&A

チャットでのお問い合わせ

花王チャットサポート

花王製品の相談窓口

下の項目からお選びください

- 製品から探す
- 目的から探す
- 販売店を探す
- 製造終了品を調べる
- ♪製品のご感想はこちら
- チャット担当者につなぐ

キーワードを入力



Botchan,  
your chatbot guide



Live chat staff Hana-san  
(just a depiction)

Equipped with chatbot and live  
chat functions and a function for  
posting feedback

Approximately 3,000 consultations regarding disposal, an increase of 50% over the previous year and up 39% over 2019

Greater understanding of the SDGs and interest in environmental problems have driven an increase in the number of consultations regarding how to dispose of unused products and how to separate and dispose of containers. Among these, we received many inquiries about how to dispose of chlorine bleach and mildew removers labeled “Danger: Do Not Mix.”

In 2020, the Ministry of Health, Labour and Welfare recommended the use of chlorine bleach as a substitute for disinfecting items to prevent infections due to supply shortages of alcohol products and disinfectant solutions. As shortages of disinfectants were later resolved, it seems the number of inquiries increased due to the difficulty of disposing of products no longer used in the home.

Based on consultations received to date, here are some examples of mistakes that are easily made when disposing of products

Q1

I no longer use my old chlorine bleach. Can I soak it up with newspaper or a cloth in a plastic bag and put it out with my burnable garbage?

A1

No

Comment

While some municipalities may allow this, we recommend flushing it down the sink or toilet with a large amount of water because of concerns about liquid leaking, gas being emitted due to reactions with acidic substances, chemical injuries if it gets on the skin, bleaching of clothing and corrosion, etc. of transport and incineration equipment.

Also, flushing a large amount of product at one time may affect your septic tank. Flush in small quantities.



See here for information  
on disposing of *Haitei*  
and *Kitchen Haitei*  
(in Japanese)



Q2

Since my detergent bottle was labeled PET, can I peel off the label and put it in the recycling along with PET bottles for beverages?

A2

No

Comment

Recyclable PET is limited to beverages and certain seasonings with a “1” in the triangle as shown at right. PET from detergents, fabric softeners, etc. are separated as plastic packaging marked “Pura.”

Some plastic packaging has labels or spouts that cannot be removed. Do not try to forcibly remove these, but rinse the containers lightly before separating them.



**Q3**

Can I let out the little remaining gas in a can of aerosol deodorant if I turn on the exhaust fan and do it in the kitchen sink?

**A3**
**No**
**Comment**

Please refrain from venting gas indoors as it can be dangerous, not only in the kitchen but elsewhere. Always do this outdoors in a well-ventilated space away from flame. Because gas is heavier than air, it tends to linger in sinks and other low hollows, where it does not diffuse quickly. Static electricity from turning electrical appliances on and off or from cloth rubbing together may cause the gas to ignite, resulting in a fire or other incident.

Also, an increasing number of places no longer require puncturing cans for disposal. Check with your local government for disposal instructions.


**Q4**

Pumps and spray nozzles are both made out of plastic—can I put them in the garbage with other bottles?

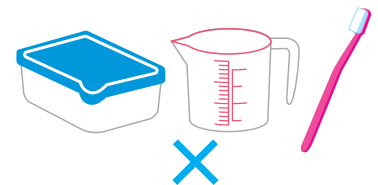
**A4**
**Yes and No**
**Comment**

While like bottles they are separated as plastic packaging, some municipalities require additional separation.

\*Products which are themselves plastic, such as toothbrushes and *Quickle Wiper* sheets, are separated into plastic products. Although the packaging has a material label, it does not carry a plastic identification symbol under the Container and Packaging Recycling Law. Some places collect plastic packaging and plastic products together, while others separate them.



Bottle: PET, PP  
Pump: PP, PE  
Stopper: PP

**Examples of plastic products**


Since these are not packaging, they do not carry an identification symbol.

**Q5**

Since glass cosmetics bottles are not recyclable, should they go in non-burnable garbage?

**A5**
**Yes and No**
**Comment**

Some municipalities can collect these as glass, so please check with your local government how to separate them.

Other areas may designate glass cosmetics bottles as non-burnable garbage, while some may exclude nail polish and lip gloss bottles that cannot be washed and designate them as non-burnable trash.

\*Soda-lime glass is recycled. Crystal glass used for fine glassware and decorative items, and heat-resistant glass used for teapots and siphon-style coffee makers cannot be recycled.



**Soda-lime glass**

Some places collect by color, while others do not.



**Crystal glass**

Cannot be recycled

**Heat-resistant glass**

Cannot be recycled



**TWANY Midnight Coat**

Label shows it uses recycled glass

\*Glass cosmetics containers  
Cap will be labeled plastic, but if the bottle is glass, it may not have a material label.

## ESG-driven Yoki-Monozukuri through consumer and product touchpoints

The SDGs and the COVID-19 pandemic have brought about significant changes, both for consumers and for society as a whole. Awareness of touchpoints between consumers and products has also changed. By listening to

customer feedback and reflecting it in our ESG-driven Yoki-Monozukuri, we will contribute to a sustainable society by strengthening connections between people and people, people and the earth, and people and society.



Learn

Warning notices on anti-opening stickers

### *Foaming Kitchen Haitei, Strong Mold Haitei*

Chlorine-based spray products have anti-opening stickers that keep the lock from moving to prevent in-store tampering and mishandling during storage. Beginning in the spring of 2021, we have added warning information to this sticker to prevent accidents. Chlorine-based spray products may leak due to deterioration of the container during use or overloading during storage, which may lead to problems with the skin or other items. Although precautions for use are also indicated on the bottle itself, they tend to be overlooked because they are buried among numerous other information. To make the information easy to understand when purchasing the product, we have included precautions on storage and guidelines for replacement on an anti-opening sticker visible from the front.



Precautions on storage and transport

Guidelines for replacing spray nozzle

\*In the spring of 2020, Kao announced that it would gradually eliminate the use of eye-catching plastic stickers on its products. These stickers remain on chlorine-based spray products because they also serve an anti-opening function.

Eliminating use of eye-catching plastic stickers ▶







## KATE LIP MONSTER

## Fragrance-free *Humming Fabric Softener*

Two bottles of Hamamichi Sensitive Skin Care products are shown. The left bottle is labeled '素肌おもしろい' (Sensitive Skin Care) and the right bottle is labeled '素肌おもしろい' (Sensitive Skin Care). Both bottles are white with blue accents and feature the Hamamichi logo and product name in Japanese.

香りの様子	無香料	★	★★★	★★★★	★★★★★
製品	ハニング 無香料	ハニング フローラルブーケの香り	ハニング オアシスローズの香り	ハニング香典草ハニー リフレッシュの香り	ハニング香典草ハニー フローラルの香り
		  ハニング 	  ローズガーデンの香り   ユーロアシスローズの香り 	  スプラッシュアップの香り   スプラッシュアップの香り 	フレア フレグランス ホワイトブーケ   ローズハニー   シェントルブーケ 
					フローラルホワイト   リゲザローズ   シェントルブーケ 
					フレア フレグランス ASPORTS リフレッシュの香り   スプラッシュローズ 
					フレア フレグランス IROKA マイティグリーン   シアーズグリーン 
					フレア フレグランス IROKA ハーメルン アロマティックミューズ   /のオアシス 







Use

Clean without scrubbing

## Bath Magiclean Airjet

In September 2021, we launched *Bath Magiclean Airjet* with a new continuous mist spray. The mist spreads in a thin, even layer, and can remove even the stubborn slime in the corners of the bathtub in just 30 seconds without scrubbing.

The product has gotten many positive reviews from users, including, "I think it can be used by people with hand impairments because it allows for a continuous mist with only a light squeeze," "I can use it even with a broken finger in a cast. I love it so much I'm already on my third bottle," and "I have a sore back so it's difficult to bend over and scrub, but I can spray this product while remaining standing and it removes dirt so well that it gets the bath squeaky clean without scrubbing."



Use

Use with just one hand

## Bioré u Whip Stamp Handwash

In 2019, we launched a new type of soap that foams in the shape of a flower, with the goal of establishing the habit of hand-washing in a fun way. But when used by the elderly or children who lack the strength to push down effectively, the bottle could sometimes tip over, so in September 2021 the container was improved for greater stability and to create a more reliable stamp.

We received a thank-you note from a caregiver who wants her mother-in-law to wash her hands after visiting the hospital, saying, "My mother-in-law, who has difficulty using her dominant hand due to nerve pain, was delighted when I gave it to her, saying 'I can push it with one hand to produce foam.' She loves that it's easy to use, and it's been a big help."



Refill

OK to refill the same bottle

## Attack ZERO Refill

When improving products, we receive many inquiries asking if refills can be used with their original bottle. We would typically recommend that they be replaced with the improved product bottle, since the consumer would otherwise not get the full benefit of the improved product features and performance. On the other hand, some pointed out that this corporate approach was "not eco-friendly," among other things. Therefore, from an ESG perspective, we have changed the instructions to indicate that the improved refill can also be used to refill the original bottles, and added labeling to that effect to the *Attack ZERO* refill pack.\*

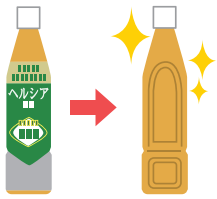
\*Always completely finish using the contents and empty the bottle before refilling with the same type of *Attack ZERO* (available in both regular and front-load washer types). Please keep the refill packs, as they may be needed when making inquiries.



The number of products that can be refilled into original bottles has increased.

Q. 【つめかえ】「アタックゼロ」のつめかえ用は、デザインの異なる従来のボトルにつめかえてもいいの？

A. 従来の「アタックゼロ」のボトルにつめかえても、使用上の問題は、通常ありません。ただし、中身が残った状態で、新しいつめかえ用を装着しようとすると、次第に上層の「アタックゼロ」の性能を十分に発揮できない場合があります。必ず中身を使い切って、再度が空の状態でも、同じ種類の「アタックゼロ」をつめかえてください。なお、つめかえ用のパックは、お買い合わせの際に必要な場合があります。そのため、保管しておいてください。保管の際には内容物がもれないようにご注意ください。



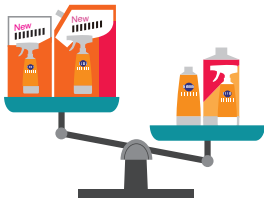
Put out in the trash

## Eco-promotion without labels *Healsia*

Around the spring of 2020, companies began launching label-free bottled beverages that reduce plastic use and do not require sorting, and we received requests that we launch a similar product with *Healsia*. We ended up launching a product with the information needed for a food for specified health use placed on the side of the package without a delivery slip attached. Some consumers told us they agreed with this move, saying, "I'd like to buy direct without labels," while others said, "I can't tell what the ingredients are," and, "I worry whether it's a genuine product," indicating a need for more proactive dissemination of information.



Information regarding food for specified health use



Put out in the trash

## Plastic bottles are a waste *CuCute Clear Foam Spray*

Since foam spray for dishwashing detergent was a new category of product, and because mistakes in refilling could prevent the product from spraying, we initially launched the product in a refill bottle rather than a refill pouch. As product awareness increased, we also launch an additional large-capacity bottle. This, however, resulted in feedback saying that, "It's a waste to throw away empty bottles," and now that the product has become a well-established dishwashing detergent, we have switched to refill pouches to reduce plastic waste while taking identifiability into consideration.



A single refill pouch uses about one-fifth the amount of plastic of the refill bottle, while the large-capacity refill pouch uses about one-third the amount of plastic of the large-capacity refill bottle.

## Product Inquiries

### Telephone

Kao Consumer Communication Center: 0120-165-690

The telephone number for product inquiries varies depending on products. Please call the telephone number listed on the product for inquiries. Information for product inquiries is also listed on the official website.

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 accidental ingestions on weekday nights or on public holidays on the numbers given above.

\*We may record the phone calls in order to accurately respond inquiries and so on.



For product inquiries



Chat	<ul style="list-style-type: none"> <li>● Chatbot available 24 hours</li> <li>● Japanese language only</li> <li>● Chat staff (live chat) is available from 9:00–12:00 and from 13:00–16:00* (Excluding Saturdays, Sundays and Holidays)</li> </ul> <p>Chat support is available through the Product Q&amp;A site or the Kao Household Products and Cosmetics Inquiries site.</p>
English, 中文, 한국어 Call Center	<p>03-6837-5778</p> <p>9:00–17:00* (Except for Saturdays, Sundays, public holidays and other holidays specified by Kao Corporation)</p>
E-mail	<p>&lt;Kao Household Products and Cosmetics (Sofina, Est)&gt; <a href="mailto:ssl.kao.com/jp/soudan/">ssl.kao.com/jp/soudan/</a></p> <p>&lt;Cosmetics (Kanebo Cosmetics, TWANY)&gt; <a href="mailto:ssl.kao.com/jp/kanebo-soudan/">ssl.kao.com/jp/kanebo-soudan/</a></p> <p>E-mail form on the site for inquiries regarding Kao Household Products and Cosmetics</p>
Fax	03-5630-9380
Letter	<p>2-1-3 Bunka, Sumida-ku, Tokyo 131-8501</p> <p>&lt;Kao Household Products, Sofina, EST&gt;</p> <p>Kao Corporation Consumer Communication Center Consumer Support Desk</p> <p>&lt;Kanebo Cosmetics&gt;</p> <p>Kao Corporation Consumer Communication Center Kanebo Cosmetics Consumer Support Desk</p>
Sign language Skype compatible Japanese sign language Signed Japanese	<p>Skype ID: Kao, Kanebo Cosmetics and Nivea-Kao — <a href="https://www.skype.com/ja/contacts/shur.jp">KaoG@shur.jp</a></p> <p>Support desk hours: 9:00–17:00* (Except for Saturdays, Sundays and public holidays)</p>

\* Support desk hours may be changed according to the situation.

## Official 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)	<p><a href="http://www.kao.com/jp/support/products/">www.kao.com/jp/support/products/</a> (in Japanese)</p> <p>Contents Product Q&amp;A/First aid treatment in case of accidental ingestion or eye exposure/Household goods product catalogs/Cosmetics product catalogs, etc.</p>



## 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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