

Kao Consumer Communication Center Annual Activity Report 2023

January 1, 2022–December 31, 2022



kaō

Kirei—Making Life Beautiful

Creating a better everyday and a better world through close communication with consumers

In 2022 we again saw major shifts taking place in consumer awareness and lifestyles due to ongoing changes in our daily lives and other impacts such as COVID-19, geopolitical risks and greater focus on the SDGs. Kao also launched many new products in 2022 that bring changes to our daily routines. When consumers experience changes in their awareness and lifestyles, a range of questions and concerns arise from consumers' desire to make their everyday better. We believe that listening to and supporting consumers' desire to make their everyday better will give consumers greater peace of mind and confidence as they lead their lives. The feedback we receive is also used to improve Kao's corporate activities and ESG-driven *Yoki-Monozukuri* as well as in other ways to help realize a sustainable society and the fulfilling, sustainable way of living that consumers wish to have.

We have compiled the Consumer Communication Center (CCC) Annual Activity Report for 2022. Activity highlights this fiscal year include expanding the categories supported by our chat service and enhancing our Q&A resources to empower consumers to find answers to their own questions and problems. We hope you find this report informative and enlightening.

April 2023

Kao Consumer Communication Center

Table of Contents — Kao Consumer Communication Center Annual Activity Report 2023

Opening	1
Creating a better everyday and a better world through close communication with consumers	
The Kao Way/Declaration of Consumer-orientation/Meaning behind the corporate slogan	
1. Roles and Activities of the Consumer Communication Center.....	3
Collecting consumer feedback in the Kao ECHO System/Roles and activities/ We offer diverse channels of communication	
2. Wide Variety of Communication with Consumers.....	5
Summary of consultations in 2022/ Communicating information to help consumers solve problems on their own	
Topics: Laundry.....	7
Basics of doing laundry/Laundry FAQ	
Caution: Product storage precautions.....	9
Precautions when purchasing, transporting and storing products	
3. ESG-driven <i>Yoki-Monozukuri</i>	11

Kao Group's Corporate Philosophy—The Kao Way

For more information, see 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.



Declaration of Consumer-orientation

We at Kao Group have undertaken consumer-oriented activities since our founding. Amid the major changes taking place in social conditions and the natural environment, we have clearly defined our policy of contributing to the realization of a sustainable society and have begun activities for this by integrating ESG into the core of our management and conducting ESG-driven *Yoki-Monozukuri*.

We released our ESG strategy, the Kirei Lifestyle Plan, to focus on consumers' desire for a more sustainable way of living, which we call the Kirei Lifestyle. Designed to help people lead more fulfilling lives, the Kirei Lifestyle Plan is supported by the three commitments of “Making my everyday more beautiful,” “Making thoughtful choices for society” and “Making the world healthier & cleaner,” which are underpinned by our core value of “Walking the right path.”

Going forward, our consumer-oriented management activities will also follow the Kirei Lifestyle Plan.

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

Our ESG Strategy – Kirei Lifestyle Plan
www.kao.com/global/en/sustainability/klp/

Meaning behind the corporate slogan



We revised our corporate slogan to express our intention to place more importance on the global environment and human lives than ever before and make ourselves necessary to the world as a company that “saves future lives.” We also changed our company logo to include the corporate slogan (October 2021).

Kao products (excluding some products from Kao Group companies) have adopted this new logo, and Kao products without our moon-shaped logo are now offered in the market.



The moon-shaped logo will continue to be used on various occasions as Kao's corporate emblem.

For more information, see www.kao.com/global/en/corporate/purpose/logo-symbol/

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Roles and Activities of the Consumer Communication Center

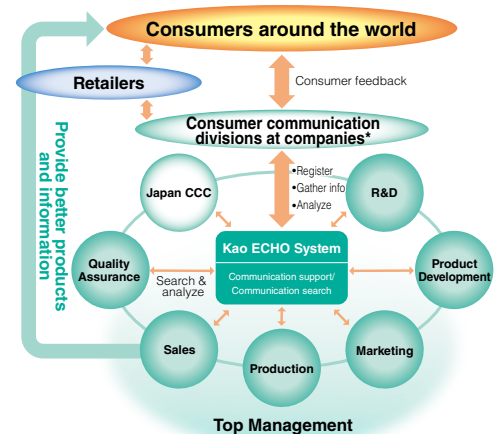
Promoting activities that can contribute to society through ESG-driven *Yoki-Monozukuri* utilizing consumer feedback and providing lifestyle information

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 this 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 CCC consultations are via telephone, e-mail and retailers. Consumers are also able to solve their own problems 24 hours a day, 365 days a year, using our Product Q&A pages and AI chatbot.

● Telephone

About 80% of consultations are received through this channel. 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

Consumers may contact us through this channel regardless of the time of day, which accounts for about 10% of all consultations. We receive a range of e-mails from consumers, from casual questions to impassioned feedback.



● 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.



● Fax & letter

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



● Sign language

We have set up a consultation support desk for the convenience of consumers with hearing impairments.



● Chatbot

An AI chatbot for inquiries about household products has been added to the Product Q&A and inquiry pages of our official website.

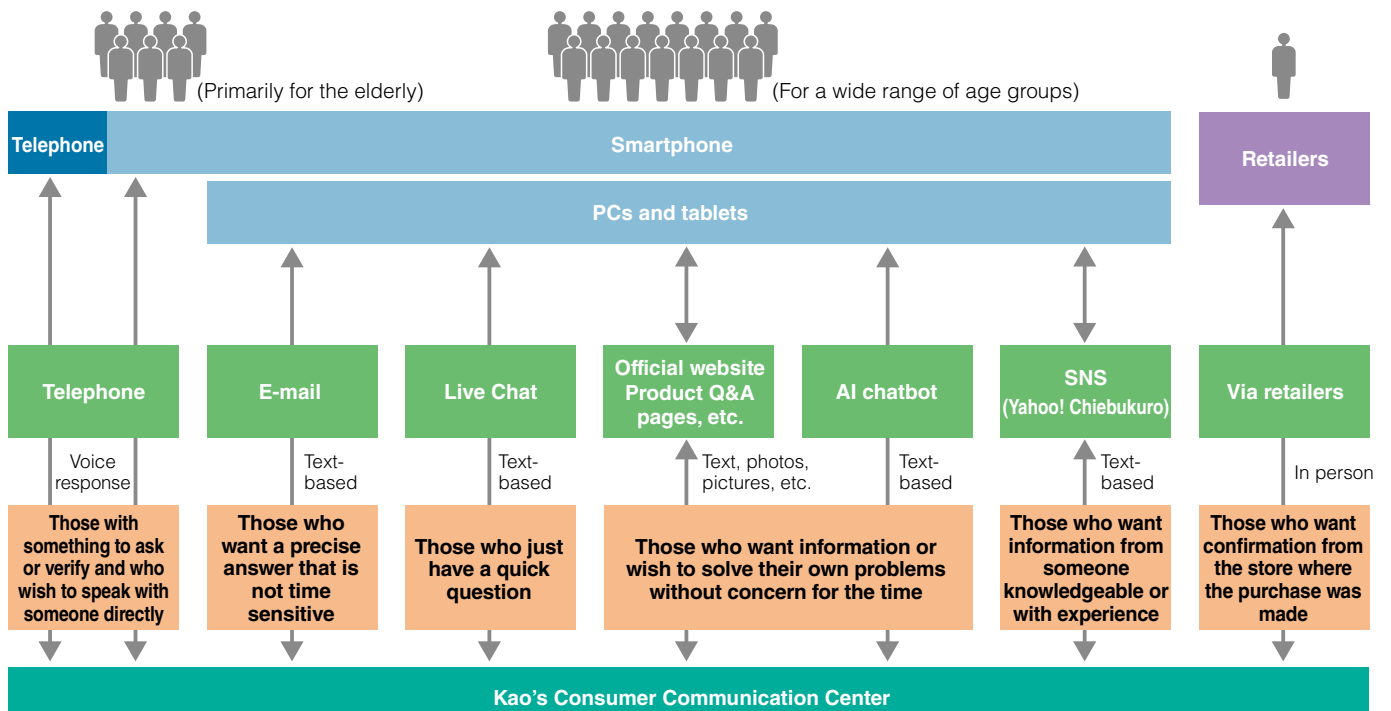


● Live Chat

Staff respond in real time to inquiries that need a quick response and inquiries from consumers who are not able to or do not wish to use the telephone.



Overview of communication channels



We received about 173,000 consultations in 2022 (down about 4% from the previous year)

More consumers are solving their own problems using online resources, and the number of consultations is declining

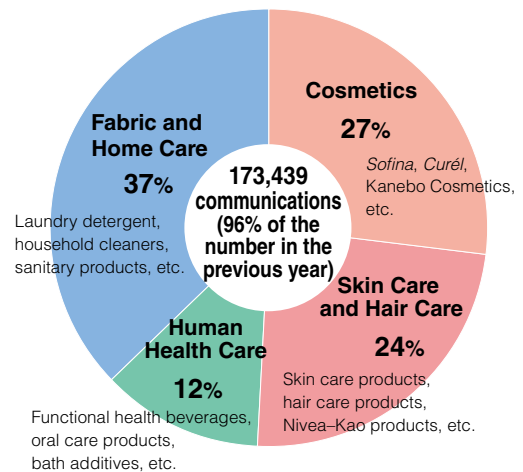
The number of consultations received in 2022 decreased by about 4% compared with the previous year. Meanwhile, the number of users accessing Q&A pages on the official website grew by 11% over the previous year. This suggests that a growing proportion of consumers are solving their own problems.

Comparing the various units for which we receive inquiries, there is not much variance in the inquiry ratios from previous years. However, in the Skin Care and Hair Care unit, consultations related to COVID-19 including questions about hand sanitizer declined sharply to around half the number received the previous year. As a result, the Skin Care and Hair Care unit's ratio of inquiries declined by 3%. Meanwhile, more inquiries were received about laundry starch and powdered laundry detergent in the Fabric and Home Care unit, and about discontinuation of a long-selling men's cosmetic brand and other brands in the Cosmetics unit. Many inquiries about selecting and using new and improved products were also received after product releases, and these units each received about 2% more inquiries compared with the previous year.

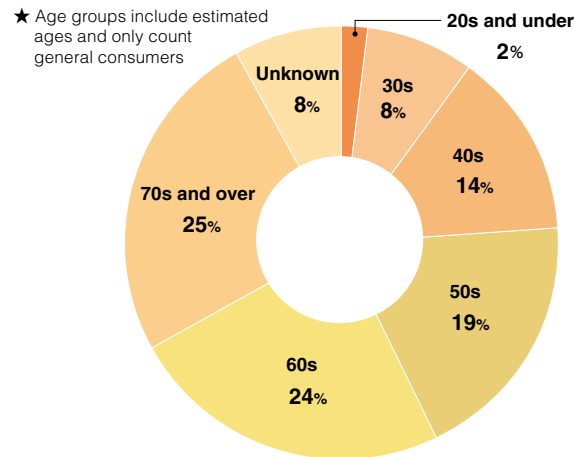
Comparing the age groups of consumers making inquiries, consumers in their 60s and older accounted for almost half of all consultations, and the average age is getting older.

Comparing the consultation methods, the number of telephone inquiries has been decreasing along with the total number of consultations received and accounted for 79% of all consultations, about the same as the previous year. The live chat service that started in 2021 accounted for 1% of consultations, while e-mail accounted for a smaller ratio of consultations compared with the previous year. This suggests that consumers with an internet environment are using online resources to solve their problems or using the chatbot to make casual inquiries. Consultations received via retailers mainly concerned cosmetics, and are gradually increasing as consumers' lives return to normal after the worst of the COVID-19 pandemic.

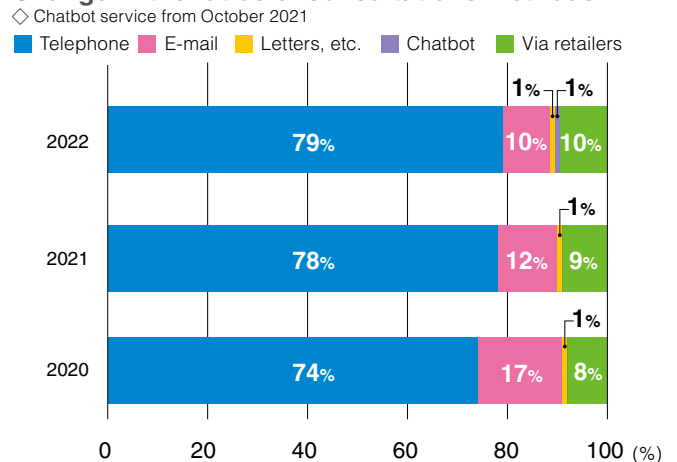
Ratio of consultations by unit



Ratio of those making consultations by age group



Change in the ratios of consultations methods



Product Q&A page visits (YoY) +11%

Communicating information to help consumers solve problems on their own

● Visits to Product Q&A

Kao launched a Q&A page for cosmetics in August 2022, and Product Q&A pages for both household and cosmetics products contain some 1,650 questions and answers. These pages were visited by 4.6 million UU*/year, representing a year-on-year increase of 11%. Over the course of the year, Q&A designed to solve problems received a large number of views, such as how to fix white clothes that turn pink after using *Haiter* bleach. Q&A about how to select, use and care for clothing and household products also tended to get high numbers of views. Other content receiving frequent views includes Q&A about first aid, use-by dates, ingredients, and packaging materials.

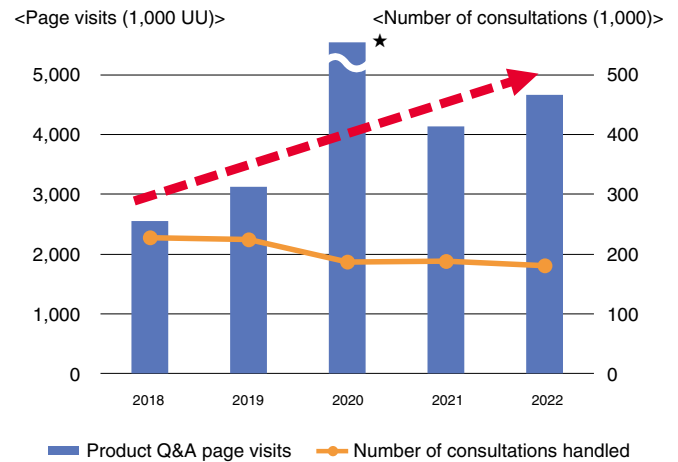
● AI engine powering the chatbot

The new chatbot service that launched in 2021 became powered by an AI engine in 2022. This allows consumers to search for information using natural speech and enables speedy delivery of accurate answers to questions. In addition to providing information that consumers want, we have also prepared a form on the Product Q&A pages for consumers to provide casual feedback without having to input their names or personal information. Mainly women in their teens to their 40s who are loyal users have used the form to leave comments, including the following. "I wanted to tell Kao this directly," "I really want you to do something about this" and "I'd love to see this kind of a design and feature."

● Official Kao support on Yahoo! Chiebukuro

We began answering problems submitted by consumers in 2015, and in 2022 we provided about 700 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 9,000) reached approximately 3.55 million for the year in 2022.

Problems with bangs not holding their shape after wearing a mask continued to be a frequent problem in 2022. Responses to how to fix frizzy hair that sticks up and an oily complexion and oily buildup on the scalp also received large numbers of views.



★ High number of Q&A page views in 2020 were related to COVID-19 infection controls

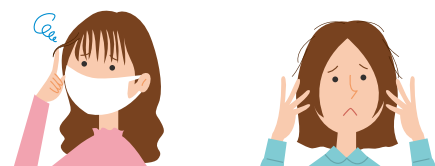
*Acronym for "Unique Users."

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



Top 3 Q&A viewed in 2022

- 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?



Kao receives around 10,000 inquiries every year related to questions and concerns about laundry as well as clothing-related problems.

Following are some tips on laundry basics and answers to frequently asked questions

Selecting detergent and bleach

● Check the garment's care label for care instructions.

How to wash clothing varies depending on the fabrics and how they are processed.

List of laundry symbols and their meanings (in Japanese)

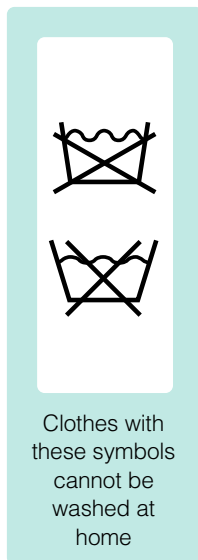
⇒ www.kao.com/jp/qa/detail/28056/



1) Selecting detergent



Detergent for delicates



Wash clothes with detergent for delicates if you see these symbols

2) Bleach



○ Chlorine bleach
○ Non-chlorine bleach



× Chlorine bleach
○ Non-chlorine bleach



Bleach cannot be used



Chlorine bleach



Non-chlorine bleach

- Optical brighteners (fluorescent whitening agents) are not bleach. Optical brighteners are often used in white undergarments and button-down shirts, but can be stripped away with washing, so optical brighteners are added to detergent to replenish them in clothing.
- Since optical brighteners may turn light-colored cotton and linen fabrics white, detergent that does not include optical brighteners should be used with them.

Laundry tips

● Avoid overloading the washing machine

It may be tempting to stuff the washing machine with laundry to get everything done in one load, but this can prevent dirt and stains from getting removed and cause odors. It also puts stress on the washing machine. Don't overload the washing machine. Instead, fill it to about 80% of its capacity.



Overloaded



About 80%

Washing machines with automatic dispensers

As more people use washing machines with automatic dispensers, which eliminate the need to measure liquid detergent and fabric softeners for each load, we receive more inquiries related to them. Check your washing machines' user manual or the product's label to see how much to use to set the

right amounts for convenient use.

もれることがあるので、持ち運びや保管時にご注意ください。

つめかえた後は、ボトルの表示をよく読んでお使いください。

品名	洗濯用合成洗剤	液性	中性	用途	綿・麻・合成繊維用	正味量	850 g
成分	界面活性剤 [51%、高級アルコール系(非イオン)、ヒドロキシアルカンサルホン酸塩、高級アルコール系(陰イオン)、脂肪族系(陰イオン)]、安定化剤、酵素						
使用量の目安	水30 Lに対して10 g(10 ml)						

【使用上の注意】

Usage amount on the Attack ZERO refill pack label

Product Q&A that receive large numbers of views

Clothing-related problems

Q Why do the sleeves of white tee-shirts turn pink when I bleach them with chlorine bleach?

A The pink discoloration (stain) occurs when sunscreen is used on the neck and arms and gets onto clothes, which turns pink in those areas. The pink color is attributed to a reaction between some ingredients in sunscreen and chlorine bleach. The fabric itself does not actually become discolored.



Chlorine bleach

See here for how to fix and prevent the problem (in Japanese) ⇒

www.kao.com/jp/qa/detail/16991/



Bleach

Q Should I be using bleach? What's the difference between chlorine and non-chlorine bleach?

A Chlorine bleach removes dirt and stains by breaking down the pigments contained in them. It is also a disinfectant and eliminates problem odors.

Bleach comes in a chlorine type for use with white fabrics and a non-chlorine type that is color-safe. Use the following chart as a guide.

—Differences between chlorine and non-chlorine bleach—

	Non-chlorine bleach (for white and color fabrics)		Chlorine bleach (for white fabrics only)
Tablet	Liquid		Liquid
pH	Acidic		(Strongly) alkaline
Can be used with	All fabrics that can be washed in water	Cotton, linen and synthetic fibers that can be washed in water (excluding wool and silk)	Cotton, linen, polyester and acrylic (white fabrics only)
Cannot be used with	Garments dyed with metal complex dyes Cannot be used on garments with this symbol	Wool, silk and their blends dyed with metal complex dyes Cannot be used on garments with this symbol	Cannot be used on garments with these symbols Color and patterned fabrics, wool, silk, nylon, acetate, polyurethane and their blends
	Garments with metal accessories	Garments with metal accessories	Garments with metal accessories and some resin-treated fabrics

Check the garment's care label and use the appropriate type of bleach.

Other useful information

See here for laundry-related Q&A (in Japanese) ⇒

www.kao.com/jp/qa/cloth_care/



See here for Q&A on causes of laundry problems and their solutions ⇒ (in Japanese)

www.kao.com/jp/qa/cloth_troubleshooting/



Recent changes in lifestyle have prompted more people to make online, bulk purchases of household items and store them for longer periods in their home. We summarized precautions to take when purchasing and storing products.



Check the contents of product deliveries

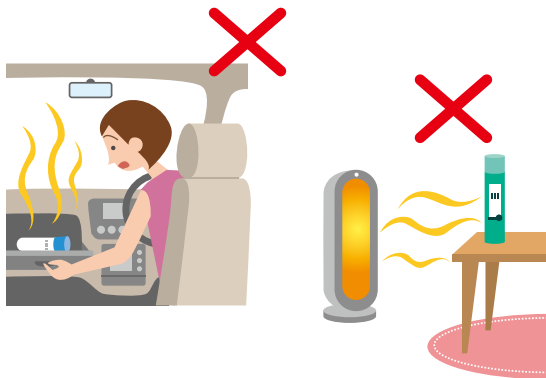
Products purchased online have been handled in transit, and their packaging may have gotten damaged. When you get a delivery, first open the box and check the products before putting the items in storage. Do the same for products purchased at shops.



Store products indoors and away from direct sunlight

Store products in a location not exposed to extremely hot or cold temperatures

Hot environments



Places in your home or vehicle that get direct sunlight become hotter, as do places near heating equipment.

Cold environments



Outdoor sheds and storage units can become surprisingly cold during winter.

If liquid detergent or other products freeze, return them to room temperature gradually.

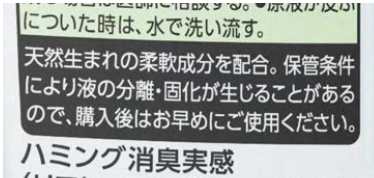
Storing items in a refrigerator may cause quality to degrade from repeated, sudden temperature changes caused by opening the refrigerator. Other than cosmetics whose refrigeration is recommended, storing items in a refrigerator is not recommended.





Purchase and store the amount that you plan to use

Depending on the product, storage conditions may cause quality to degrade.



Fabric softener label example

Storing opened cosmetics

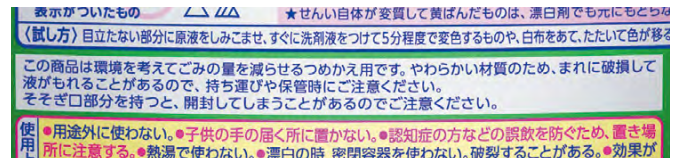
Cosmetics that have been opened should be used up relatively quickly. If you want to use the product again during the same season next year, store the product in a location that avoids high humidity and temperature, large temperature fluctuations and direct sunlight.



Precautions when handling refill packs (pouches)

Refill pouches are eco-friendly packaging that reduces post-consumer waste. Compared with the original containers, however, pouches are more easily damaged from pressure and shock impacts.

Pouches may be subject to unexpected force when carried and stored. Be careful when handling refill pouches so that they do not get damaged and leak their contents.



Refill pouch label example (liquid bleach)

Handling precautions

- Is there anything sharp inside or outside the shopping bags holding refill pouches that could damage the pouches?
- Is anything being stored together with the refill pouches that could damage them?
- Are the refill pouches getting bent during storage?
- Refill pouches could be damaged if they fall from a high location.



Do not damage



Do not bend



Do not drop

When storing refill pouches

To prevent spills from spreading in the event of a leak, we recommend storing refill pouches in their stand-up position in a plastic case or similar. Do not lay them on their side or stack them on top of each other.



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 contribute to a sustainable society by strengthening connections between people and people, people and the Earth, and people and society.



Hand sanitizer efficacy against COVID-19

We receive many inquiries asking about a product's antiviral efficacy. With the 2022 relaxing of restrictions on information release by the Ministry of Health, Labour and Welfare, we released papers on the topic of disinfectant efficacy. Along with this, we posted information about efficacy against COVID-19 and influenza on the Product Q&A pages and on the *Bioré u* and *Bioré Guard* brand pages.

We believe that providing information on how to choose the right product for the purpose leads to consumer peace of mind.

Q Are *Bioré u* and other hand sanitizers effective against COVID-19 and influenza?

A *Bioré u* Hand Sanitizer and *Bioré Guard* Hand Sanitizer Spray contain a 0.05 w/v% benzalkonium chloride solution as their active ingredient and are designated quasi-drugs with approved efficacy in cleaning and disinfecting hands and skin. They contain 65 vol% (volume percent) ethanol (alcohol) as an additive (solvent).

The effectiveness of *Bioré u* Hand Sanitizer and *Bioré Guard* Hand Sanitizer Spray against COVID-19 and influenza has been confirmed*. Please follow the usage directions and use the products correctly.



See here for more information ⇒
(in Japanese)
www.kao.com/jp/qa/detail/28199/



* See here for data on effectiveness ⇒ www.kao.co.jp/content/dam/sites/kao/www-kao-co-jp/bioreu/cmnm/pdf/data1.pdf
(in Japanese)



Select

Sunscreen perfect for giving to your father **KANEBO VEIL OF DAY**

Cosmetics brand Kanebo is striving to create products that are gender inclusive*.

KANEBO VEIL OF DAY is a serum for daytime use launched in spring 2022. We received some wonderful feedback about it from a young woman who went shopping for a present for her father. "I wanted to give my father, who works outside a lot, some sunscreen. I use *KANEBO VEIL OF DAY* myself and really like it. I want my dad to use a quality product and went shopping to buy some." She may have chosen to give him *KANEBO VEIL OF DAY* because its black design looks like something men would carry around.

* KANEBO is striving to move beyond offering cosmetics categorized by gender and to develop products that feel natural for anyone to use.



Purchase

Easily distinguishable designs that prevent purchasing the wrong product **Attack ZERO**

Attack ZERO comes in the regular type for top load washing machines and a new type specifically for front-load washing machines*.

After *Attack ZERO* was launched in 2019, we received many inquiries about how to use the accidentally purchased type for front-load washing machines with a top load washing machine, and comments about how people knew there were two kinds of *Attack ZERO* but they had purchased the wrong kind by accident when they were in a hurry.

We analyzed customer feedback for information about what stood out when selecting the product, such as where they looked on the actual products. When an improved *Attack ZERO* was launched in 2022, the logo area and design were modified to make it easier to instantly tell the difference between the two types.

* As of Feb. 2023: Three product types are now available, including a type for hanging laundry to dry indoors



Regular



For front-load washing machines

An illustration of a front load washing machine is included around the logo, and the "for front-load washing machines" in the name has been made larger



Use

New size added to meet long-requested need

Laurier Night Safe Safety Pants Size L with loose fit

Laurier Night Safe Safety Pants are underwear-type wearable pads for nighttime use. They are highly rated for preventing menstruation leaks, but were only offered in one size. We received a lot of feedback asking for the wearable pads to be offered in a larger size.

When we launched the product in “size L with loose fit” in 2022 to meet this need, we received appreciative feedback about the looser fit, such as the following. “I’m big, and the elastic on wearable pads would split on the sides when I put them on. These are soft to the touch and have just the right amount of give, too. They’re great.”



M-L

Added a new size
Size L with loose fit

Put out in the trash

New labeling started for glass containers

Some cosmetics products come in containers made of glass. Since the label does not indicate that the containers are glass, we have received feedback from customers who do not know whether the containers are made of glass or plastic, and had problems separating them for disposal after use. Although not legally required, we have started adding labels on boxes and product containers where possible to make it easier to dispose of used containers.





Put out in the trash

Expelling gas from aerosol products

Supporting disposal of *Blaune Hair Manicure*

Blaune Hair Manicure is applied using a comb attached to the bottle containing the hair color.

Blaune Hair Manicure is not a permanent hair dye that contains diamine, so it can be used by consumers not able to use permanent hair dyes. It can also be used repeatedly over a long time without damaging hair.

The bottle is an aerosol type and is designed so that the contents are not released when the comb is not attached. When customers are done using the product, they can remove and wash the comb for future use. However, we sometimes receive inquiries from people who have not used the product in some time and have lost the comb, or whose family members have taken the comb, and who are unable to expel the liquid contents to dispose of the product.

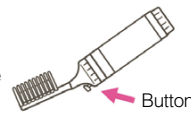
To help customers be able to easily dispose of products that are not completely used, we started offering a support service to deliver the comb portion of the product. We have received appreciative feedback from customers now able to dispose of the product according to their local garbage rules, including the following. "I wasn't able to make a hole in the bottle and didn't know

what to do, but I could expel the gas and throw it away." "I found three partially used bottles when I was cleaning and wanted to throw them out but couldn't. After releasing the gas I was able to dispose of them properly."

We intend to continue building on our customer support services by expanding these kinds of efforts to solve small problems that customers face.



- When disposing of the product, go outdoors in an area with no open flame, hold the container upside down and press the button to expel the gas. (The container is made of plastic)
Note: Exercise caution, as some foam may spray out.
- Do not make a hole in the bottle.
- Do not take apart the container. This may cause foam to spray out and stain clothing or other items.



Label instructions



Disposing of aerosol products

- Always completely use aerosol products before disposing of them. Throwing away aerosol products when they still have some contents inside them is dangerous, as they may ignite during garbage collection or at the waste processing facility and cause a fire.
- If you cannot avoid disposing of an aerosol product before it is completely used, always take the product outdoors in an area with no open flame and press the spray button until you can no longer hear a spraying sound and all the contents have been completely expelled.




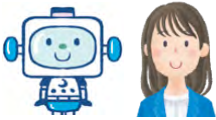




Do not make a hole in an aerosol product that still has contents inside it, as it may cause a fire.

How to expel contents and gas from partially used aerosol products (in Japanese) ⇒

www.kao.com/jp/qa/detail/16574/





Product Inquiries

<p>Telephone</p> 	<p>0120-165-690 (in Japan)</p> <ul style="list-style-type: none"> ● Support desk hours: 9:00-17:00 (Except for Saturdays, Sundays and public holidays) <p>* The telephone number for product inquiries is different for different products. Please use the telephone number shown on the product or the official website.</p> <p>* 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.</p> <p>* We may record the phone calls in order to accurately respond to inquiries and so on.</p> 
<p>Chat</p> 	<p>Use the chat service on the Product Q&A pages and the inquiry page for Kao Household Products and Cosmetics.</p> <p>● Chatbot available 24 hours</p> <ul style="list-style-type: none"> ● Japanese language only ● Chat staff (live chat) is available from 9:00-12:00 and from 13:00-16:00 (Excluding Saturdays, Sundays and Holidays) 
<p>E-mail</p> 	<p>Use the e-mail form on the inquiry page for Kao Household Products and Cosmetics</p> <p>ssl.kao.com/jp/soudan/</p>
<p>English, 中文, 한국어 Call Center</p> 	<p>03-6837-5778 9:00-17:00 (Except for Saturdays, Sundays, public holidays and other holidays specified by Kao Corporation)</p>
<p>Fax</p>	<p>03-5630-9380</p>
<p>Letter</p> 	<p>2-1-3 Bunka, Sumida-ku, Tokyo 131-8501 Kao Corporation Consumer Communication Center Consumer Support Desk</p>
<p>For customers with hearing impairments</p> 	<p>Please use the telephone relay service for communication via sign language or text-based chat. Telephone relay service provider designated by the Minister for Internal Affairs and Communications The Nippon Foundation Telecommunication Relay Service Tel: 03-6275-0912 Fax: 03-6275-0913 Sign language and text-based chat (in Japanese): https://nftrs.or.jp/contact/</p>

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

Official Websites

<p>Kao Corporation</p>	<p>www.kao.com/global/en/</p>
<p>Inquiries</p>	<p>Inquiries about household products and cosmetics (Kao's Consumer Communication Center) (in Japanese) www.kao.com/jp/support/products/ Information about the CCC, cases of how customer feedback is used to make product improvements, and information about where to make inquiries about specific tools are available.</p>
<p>Household Product and Cosmetics Q&A</p> 	<p>A collection of questions frequently received from customers about Kao products and their answers is available in a Q&A format. You can search for answers by brand, category, purpose and first aid, including accidental ingestion. www.kao.com/jp/qa/ (in Japanese)</p> 

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 www.kao.com/jp/corporate/privacy/privacy-en/

Kao Corporation

Kao Consumer Communication Center Annual Activity Report 2023
Published: April 2023
Published by: Yuki Nomura, Consumer Communication Center, Kao Corporation