

Beat: Lifestyle

THE LITTLE BOOK OF KIREI - A KIREI LIFESTYLE IS FULL OF COMPASSION

ESG Strategy, Consumer Lifestyle Changes

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USPA NEWS - During the SB Paris 2019 (Redesigning the good Life) Event held in Paris (April 23-25) at Carroussel Du Louvre, a Press Conference was held by KAO Corporation and its Executive Officer, Senior Vice President, ESG Strategy Dave Muenz. Kao Corporation, a Japan-based Group whose Brand Portfolio includes Bioré, Goldwell, Jergens, John Frieda and Molton Brown, was announcing a New Global ESG (Environmental, Social, and Governance) Strategy, the "Kirei Lifestyle Plan", to support Consumer Lifestyle Changes.

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In the face of Global Challenges like Climate Change, Aging Societies, Resource Scarcity and the Management of Materials such as Plastics, Consumers around the World have expressed growing desire for a gentler and more sustainable Way of Living, which Kao has named the "Kirei Lifestyle". The Japanese word "Kirei" describes something that is Clean, Well-Ordered and Beautiful, all at the same time. For Kao, this Concept of Kirei not only describes Appearance, but also Attitude (to seek to create Beauty for oneself, and also for other People and for the Natural World around us).

To

- * Mission : What we exist for (Satisfaction and enrichment of the Lives of People)
- * Vision : Where we want to go (to be Closest to the Consumer/Customer)
- * Values : What we believe in (Yoki-Monozukuri, Innovation, Integrity)
- * Principles : How we behave (Consumer Driven, Gemba-ism*2, Respect and Teamwork, Global Perspective)

The Yoki-Monozukuri Spirit, which embodies the Passionate Commitment of Kao founder Tomiro Nagase, has been handed down within the Company for over 130 years. Ever since the Company was founded in 1887, they have sought to contribute to the Lives of Consumers and Customers, and to meet Consumers' and Customers' Needs with Integrity. Through Yoki-Monozukuri, the Company has continued to provide Society with useful Products. In the Future, they wish to continue to take account of Changing Times and Changing Lifestyles, while always maintaining a close Relationship with the Customers, and, through Yoki-Monozukuri that comes from the Heart, implementing measures aimed at helping to keep Both People and the Planet Clean and Beautiful.

We live in an Era in which, because Consumers' Attitudes and Behavior are becoming increasingly diversified and are changing in Dynamic Ways, it is difficult to accurately identify their Needs and Preferences. Kao believes that, in order to be able to continue providing Consumers with the Products and Services they want, it is more important than ever to strive for essentiality. By undertaking Research on an ongoing basis, Kao can make steady progress towards the Essentiality, while at the same time, the New Discoveries that Kao makes during the Research Process can lead to the Birth of New Products. Kao defines these Activities as Essential Research, and the Attitude towards research has remained unchanged ever since the Company was founded.

Kao undertakes Research in Several Domains that represent Intersections of its Existing Businesses. These include :

- * The Hygiene Domain, which aims to control the spread of Infectious Diseases;
- * The Holistic Beauty Domain, which approaches Beauty from the viewpoint of Health;
- * The Food and Environmental Sustainability Domain, which aims to preserve a sustainable food supply and safeguard the environment.

Kao is also seeking to challenge themselves by using its R&D Assets that Kao has achieved in these Areas to build New Businesses that

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