



ENVIRONMENT

We are committed to reducing the environmental impact of our business activities through the entire lifecycle of our products.



WATER REDUCTION

In 2016 we reduced our wastewater by 12%.^{1,2} Goal 2020: -10%.³



CO₂ REDUCTION

Since 2014 our production runs on CO₂ neutral energy.^{1,4} Goal 2020: -10% CO₂ emissions.^{1,2}



FORMULATIONS

We introduced Nectaya, a permanent hair color with up to 91% ingredients of natural origin.⁵



ENERGY SAVINGS

31% energy savings in our manufacturing site compared to 2010.¹ Goal 2020: -38%.^{1,6}



SUSTAINABLE SOURCING

We only use FSC certified paper for communication⁷ and all packaging components.¹⁰ Already more than 50% of palm oil we use is from sustainable sources. Long-term goal: 100%.



RECYCLING

Most of our packaging materials are recyclable.⁸



MATERIAL REDUCTION

Our improved Topchic can cap design contains 38% less plastic (>11 t saved per year⁹).



SOCIAL

Our corporate service activities focus on the environment, education, and community under the theme “Creating an Environment and Developing Human Resources to nurture the Next Generation”.

Children, their education and their well-being are in the focus of the Kao Charity Programs in Europe. We encourage our employees to participate in our charity programs.



GOVERNANCE

For more than 130 years Kao has worked in the spirit of integrity – from our executives and employees, to our external business partners.

- › We are one of the “World’s Most Ethical Companies” for 14 years now.
- › We foster diversity and gender equality – more than 60% of our employees in Europe are female.
- › 90% of our direct material vendors meet high ethical standards of Sedex or comparable standards.
- › We follow all cosmetic legal requirements worldwide and any animal testing for product qualification ceased already in the late 80’s.

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM ◀



1: Main salon manufacturing site, Darmstadt (Ger) 2: Rel. to Q 2015 3: Rel. to Q 2016 4: Local power supply company “entega” 5: Incl. water 6: Rel. to 2010 7: All print communication materials 8: A package for which material an in-market, at-scale recycling system is in place 9: 2018: 7.5 Mio sold cans 10: All direct material related packaging components
Global 100: In 2019 & 2020, Kao Corp. Japan was recognized as one of the “Corporate Knights’ Global 100 Most Sustainable Corporations in the World.” World’s Most Ethical Companies and Ethisphere: Kao Germany is a subsidiary of Kao Corp. Japan, one of the 2020 World’s Most Ethical Companies. “World’s Most Ethical Companies” and “Ethisphere” names and marks are registered trademarks of Ethisphere LLC.

MAKING THE WORLD A BETTER PLACE

OUR SUSTAINABILITY EFFORTS.

Kao’s mission is to strive for the enrichment of the lives of people globally and to contribute to a sustainable society.

By developing innovative products and services, we aspire to conserve the environment and foster well-being in communities. In partnership with our stakeholders, we promote a culture of integrity in everything we do and provide a workplace that maximizes the potential of every single employee.

As a sustainable and responsible business, we focus our efforts on the environment, the society and corporate governance.