



ENVIRONMENT

We are committed to reducing the environmental impact of our business activities through the entire lifecycle of our products, from the procurement of raw materials to production, logistics, sales, use and disposal.



WATER REDUCTION

In 2016 we reduced our waste water by 12%.^{1,2} It nearly has the quality of drinking water. Our goal for 2020: -10%.³



CO₂ REDUCTION

Since 2014 our main production runs on 100% sustainable, CO₂ free energy.^{1,4} Our goal for 2020: -10% CO₂ emissions.^{1,2}



FORMULATIONS

In 2012 we introduced Nectaya, a permanent hair color containing up to 91% ingredients of natural origin.⁵



ENERGY SAVINGS

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



SUSTAINABLE SOURCING

Since 2017 we only use FSC certified paper for communication⁷ and for all direct material related packaging components. Already more than 50% of palm (kernel) oil used in our products originates from sustainable sources. Our long-term goal is 100%.



RECYCLING

Most of our packaging materials are recyclable.⁸



MATERIAL REDUCTION

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

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 wellbeing 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.



SOCIAL

We engage in corporate service activities with a focus on the environment, education, and community under the theme of "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. Kao Group has been running the Kao International Environment Painting Contest for children since 2010.



GOVERNANCE

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

- › For 13 straight years, we are now recognized as one of the "World's Most Ethical Companies".
- › We strive to 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 in the late 80's, well before official EU requirement of 2004.

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM



2019 **WORLD'S MOST ETHICAL COMPANIES**
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