

WE SAY NO TO ANIMAL TESTING SINCE 25 YEARS

ETHICAL. SAFE. INNOVATIVE.

As one of the world's most ethical¹ and sustainable^{2,3} companies, we are committed to developing innovative and safe products that meet stylist and consumer needs and also respect all beings and the environment.

MAKING LIFE BEAUTIFUL FOR
SALONS, STYLISTS AND THEIR
CLIENTS – AND THE WORLD A
BETTER PLACE.



WE DO NOT TEST ON ANIMALS. WHY AREN'T WE SHOWING THIS ON OUR PRODUCTS?

OUR PRIORITY – ALWAYS DOING THINGS THE RIGHT WAY.

Following our business ethics, we⁴ stopped animal testing of products already back in the late 80's – more than 25 years before it became a law in the European Union. In 2004, the EU banned all animal testing to assess the safety of cosmetic products. Since then, it is not simply allowed to indicate “no animal testing” on products, as this is advertising based on self-evident product information.



ALTERNATIVE TEST METHODS ALLOW KAO TO CONTINUE THE DEVELOPMENT OF NEW PRODUCTS

OUR PRIORITY – SAFE PRODUCTS WITH INNOVATIVE INGREDIENTS.

New ingredients and formulations play an important role in our quest for innovation, but they need global regulatory approval and approved testing methods. Therefore for the last 30 years Kao has been intensively searching for alternatives to animal testing in collaborations with research labs, universities and other partners. As a result, today Kao covers some areas like skin sensitisation with alternative new testing methods: 3D skin models and cell cultures in combination with research data.

In our strive for constant product improvement we will continue developing new testing methods.



3D skin models



Cell cultures



Evaluation



Research data

1: Recognized by Ethisphere Institute 2007-2020. 2: In both 2019 and 2020, Kao Corp. Japan was recognized as one of the “Corporate Knights Global 100 Most Sustainable Corporations in the World”.
3: In 2020 selected to receive a “Triple A” score by CDP as one of only 10 companies globally for our responses to climate change and our activities in relation to safeguarding forests and water security.
4: Kao Germany GmbH – global headquarter and development center of Kao Salon Division.