Kao’s Origins

Kao began as a small company producing high-quality facial soap 130 years ago.

*Kao Sekken (Kao Soap)* (set of three bars in a paulownia box), launched in 1890, and metal mold for Kao’s ‘‘moon” imprint.
Consolidated Net Sales

- Chemical Business: 16.3% of ¥1,457.6 billion
- Fabric and Home Care Business: 23.7%
- Beauty Care Business: 41.3%
- Human Health Care Business: 18.7%

Enriching lives, in harmony with nature.
Identification of shampoo and conditioner

Refill product for environmental friendliness
Technology embraced in detergent

2009

- **① Rinse frequency**: 2times → 1time
- **② Water usage**: 21% reduce
- **③ CO2 emission**: 22% reduce

Use

CO2 Emission (per one time laundry)

Raw Materials

Production

Conventional Product  Attack Neo

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