



PRESS KIT
Kao Chemicals Europe
Booth n. 1V80





ABOUT KAO

Bringing new value to chemicals, Kao Chemicals Europe is a subsidiary of Kao international group.

We are a leading manufacturer in the fields of hygiene, beauty and health, while our chemical business contributes to the development of diverse industries. Kao employs about 33,000 people worldwide and has 130 years of history in innovation, our mission is to enrich the lives of people globally and contribute to the sustainability of the world. The Chemical Business offers an array of products including oleo chemicals and derivatives, surfactants, high-performance polymers, and fragrances. A company fully focused on satisfying the needs of our customers, first, and the society we are part of, secondly.

Kao is environmentally committed and invests continually in improvements to relieve any impact resulting of our products or our manufacturing processes.

We are moving toward the sustainable growth of society and industry, aligned with the values of our customers.

THE KAO WAY: MISSION, VISION, VALUES AND PRINCIPLES

We work together with passion to provide comprehensive care and enrichment to create a Kirei life - a cleaner, more beautiful, and healthier life for all people and the planet.

Mission: Why we exist

As one we create a Kirei life for all-providing care and enrichment for the life of all people and the planet.

Vision: Where we want to go

To be closest to the individual and beyond their expectation.

Values: What we believe in

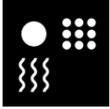
Integrity as the only choice Yoki-Monozukuri in plan and action.
Innovation for today and tomorrow.

Principles: How we behave

We care for people and the planet.
We think from the Genba.
We trust, respect, and need each other.
We act with courage.

The Kao way is the guiding principle for our community, it brings together the growth in a comprehensive way: for the company and for its employees. It gives a meaning to our project, makes our contribution rewarding and instills in us a sense of purpose.





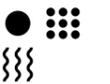
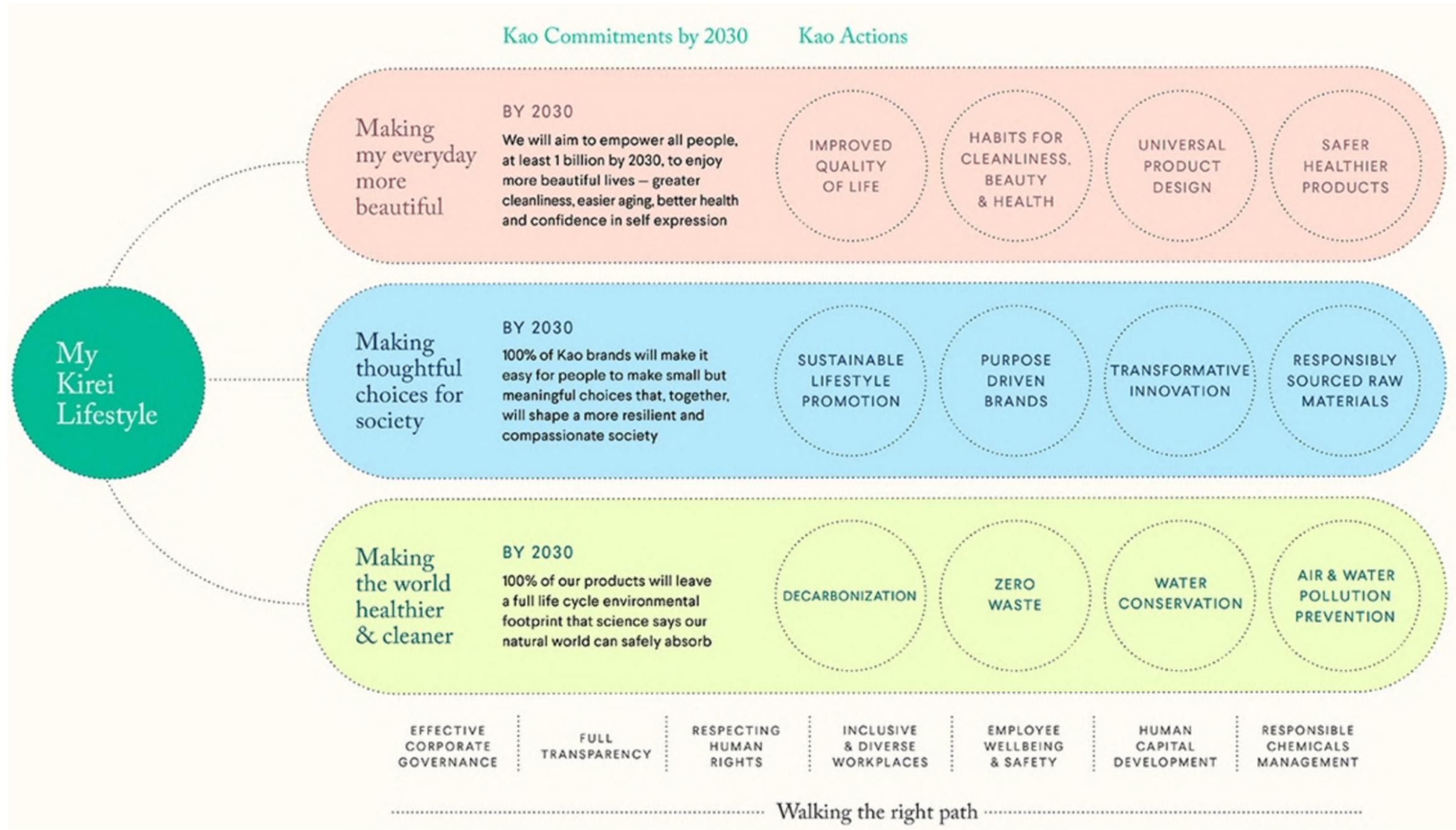
ESG STRATEGY

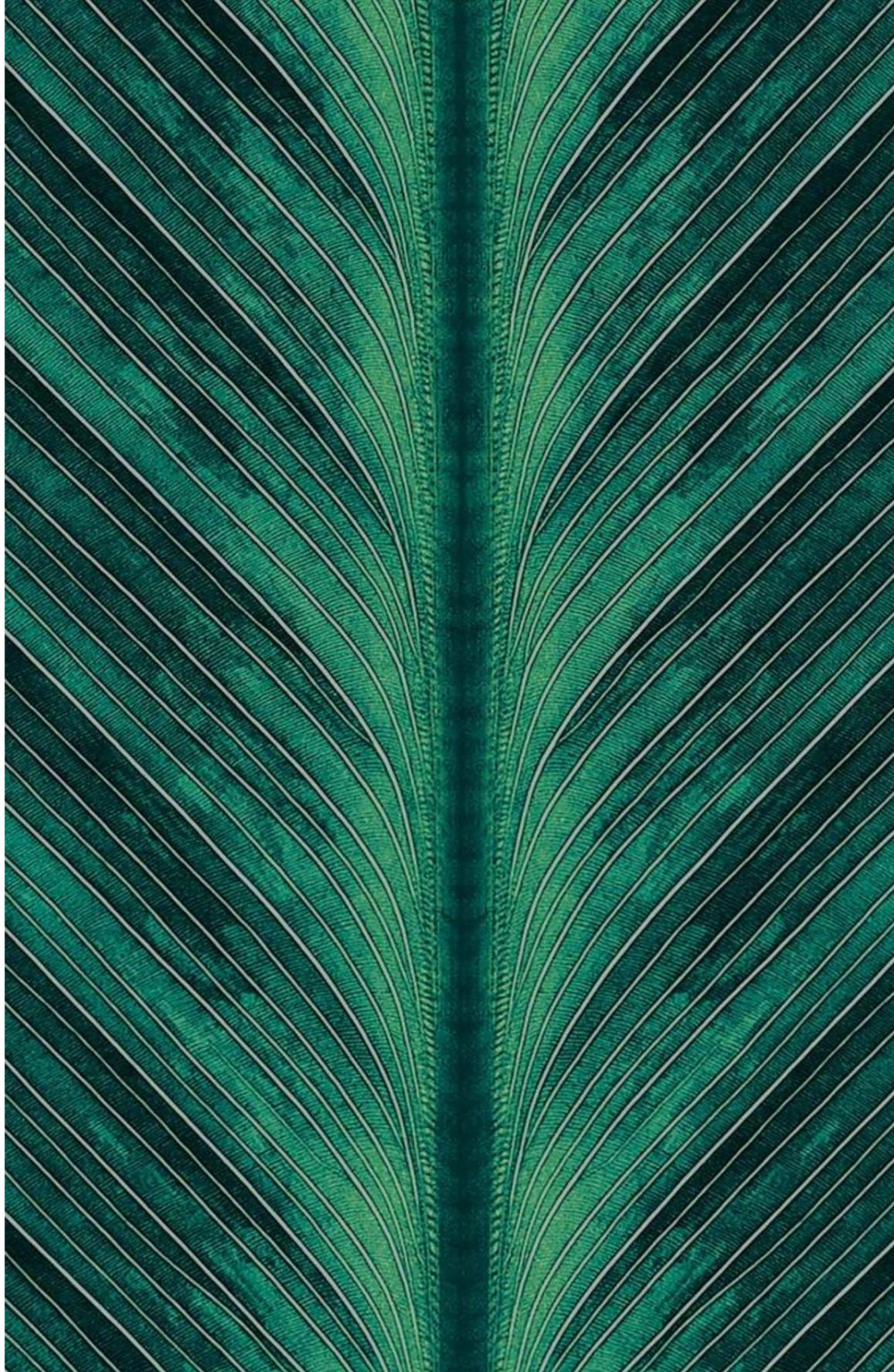
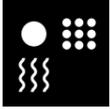
Our Environmental, Social and Governance (ESG) strategy is closely linked to the Kao way, as it is ruled by the Kirei Lifestyle.

KAO'S ESG VISION

- A Kirei lifestyle means living a beautiful life inside and out.
- A Kirei lifestyle is full of compassion. Where making your own life clean and beautiful never compromises the beauty and cleanliness of the world around you.

Our actions are designed and implemented in order to contribute to the United Nations Sustainable Development Goals (ODS)





KAO AT GLOBAL IN-COSMETICS 2024

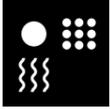
On April 16th-18th In-cosmetics global exhibit takes place in Paris and Kao will be present at booth n.1V80.

In-cosmetics is the exhibition that brings together personal care ingredients suppliers with finished products manufacturers. It is the meeting point of the industry and celebrates annually a global meeting as well regional break-outs plus virtual events.

We will be delighted to see you in our stand and present to you, directly, our latest releases:

- **EMANON EV-E BIO**
- **THE TREASURES OF WELLNESS | Home Spa Kit Formulas**
- **SKIN CARE**
- **SUN CARE**
- **FRAGRANCES | Serenity Scents Collection**
- **NEOFLORAL EXTRACTS**





EMANON EV-E BIO

KAO CHEMICALS LAUNCHES A 100% VEGETABLE-BASED SURFACTANT FOR HAIR AND SKIN CARE.

In a time when environmental awareness is increasing, Kao Chemicals Europe is proactive and recognizes society's increasing demand for sustainable and environmentally friendly products.

Kao is now launching a non-ionic surfactant based on natural ethoxylated glycerine esters. **EMANON EV-E BIO** will become the multifunctional surfactant of choice for incorporating 100% bio-based ingredients to cosmetics aligned with environmentally committed consumers' needs.

EMANON EV-E BIO is an excellent water-soluble emulsifier, liquid, colorless and odorless. When added to cosmetic formulas, it boosts foam properties, even in oily conditions; it acts as an emulsifying agent; as a solubilizing agent; it enhances redeposition of oils, polymers, silicones or perfumes on the skin and hair surface; due to its excellent hydrotropy, it also improves formulability increasing the solubility of other ingredients.

In comparison to previous standard version EMANON EV-E BIO has a reduced carbon footprint (33% lower) and 100% of naturality.

Product sustainable profile

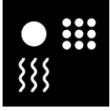
- 100% NOC (ISO 16128)
- Plant-based, RSPO/MB
- Improved carbon footprint 33 % vs standard version
- Preservative-free
- Water / Solvent free
- Easy handling – Cold processable
- Suitable for Ecolabel

Main product properties

- Foam booster in oily systems
- Oil Emulsifier and solubiliser
- Excellent hydrotropic ability
- Suitable for Hair & Skin products

[Learn more](#)





THE TREASURES OF WELLNESS

HOME SPA FORMULAS FOR TAKING CARE OF YOUR HAIR AND SKIN

Immerse yourself in the spa experience with our curated selection of 6 key formulations designed to pamper and rejuvenate your hair and skin. From luxurious shower oils to revitalizing shampoos, each product is crafted with care to provide a blissful indulgence for your senses. All these formulas have been created to highlight the main benefits of Kao's key ingredients **EMANON EV-E BIO** and **AKYPO SUGAR LM 42**.

C-355 FOAMY SHOWER OIL: Experience creamy foam and skin-nourishing properties with our shower oil.

C-356 MOISTURIZING SHOWER CREAM: Enriched with sunflower oil for moisturizing effect, our gentle shower cream solution offers a creamy foam.

C-357 SWEET BODY SCRUB: Achieve smooth, conditioned skin with our gentle exfoliating scrub.

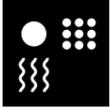
C-358 CONCENTRATED HAND WASH: Our dilutable hand wash is designed for effective mild cleansing and moisturization.

C-359 SCALP REVITALIZING SHAMPOO: Nourish dry and sensitive scalps with our gentle cleansing shampoo enriched with natural ingredients.

C-360 COLD PROCESS BODY LOTION: Featuring a COSMOS emulsifier, our formulation provides a fresh, non-sticky feeling on the skin.



[Learn more](#)



SKIN CARE

EMOLLIENTS AND EMULSIFIERS

Kao Chemicals provides a wide range of products from its Skin Care business area. Beauty products dedicated to skin care are key to keep the largest part of our bodies healthy and hydrated.

Skin is our best ally protecting us from the environment. Cosmetics help us to keep this barrier in perfect conditions: strong, healthy and moisturized. Kao Chemicals works continuously to offer our customers and final users the most appropriate, innovative and environmentally friendly solutions to ensure we take care of our skin as it deserves and requires.

Surfactants are a fundamental part of skin cosmetics for the role they play in the formulas: emulsifications, dispersing, solubilization, moisturizing and cleansing. Kao Chemicals product range comprises:

EMULSIFIERS

Emulsifiers ensure the stability of an emulsion and are key to the texture, skin feel, and application properties of each formula. Kao Chemicals offer:

- Non-ionic emulsifiers. Are the most widely used emulsifiers, it is recommended to blend a low and a high HLB emulsifier. It's most valuable property is they avoid any greasy feeling when cosmetic is applied.
- Anionic emulsifiers. The combination of anionic emulsifiers with non-ionic emulsifiers improves the stability of O/W (Oil in Water) emulsions. As well, offer perfect compatibility with all kind of ingredients and easy to apply colorant at the formula.
- Cationic emulsifiers. Offer stability, aesthetic performance and a unique sensory profile for non greasy and soft textures, boosting moisture. The use of cationic emulsifiers is on the rise as their properties are highly appreciated by end users.

EMOLLIENTS

Emollients are the ingredients that provide the final finishing to any formula. Their properties oiliness, absorbance or spreadability- are key to define final application and desired feeling.

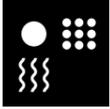
ACTIVE INGREDIENT

This biomimetic skin lipid is key to maintain skin moisture. It is used, specially, for dry skin treatment and dry skin recovery. A correct moisture improves skin barrier function and elasticity.

Kao's commitment to innovation, creativity and sustainability, pave the way to a new way forward in the global cosmetics industry.

[Learn more](#)





SUN CARE

SOLUBILIZER AND EMULSIFIER

Sensoriality is a key factor in sunscreen products, as they must be applied several successive times to ensure effectiveness. To formulate a nice sensorial sunscreen product is not an easy task. In addition, sunscreens must be designed not only focusing on skin protection and water resistance, but also considering the human health impact of cosmetics and environmental aspects such as the prevention of ocean pollution by using safe ingredients.

Sunscreens are mostly formulated as emulsions (creams and lotions) that incorporate UV-filters. Water-in-Oil (W/O) sunscreen emulsions are characterized by difficult skin adsorption and sometimes also a heavy unpleasant feeling. In order to overcome these formulation challenges, Kao proposes the use of two specific ingredients: **EXCEPARL LM-LC** (Lauryl Lactate) as a solubilizer for UV-filters with high solubility capacity and a low whitening effect, and **PENETOL GE-IS** (Isostearyl Glyceryl Ether) as an emulsifier that forms liquid crystals in W/O emulsions with a higher internal phase content, affording a lighter and non-oily feel of the skin.

The use of EXCEPARL LM-LC (Lauryl Lactate) and PENETOL GE-IS (Isostearyl Glyceryl Ether) in the re-designed sunscreen formulations have overcome some of the formulation challenges with a view to developing eco- sustainable sunscreens.



EXCEPARL LM-LC: Natural solubilizer and dispersing agent of UV-filters

EXCEPARL LM-LC (Lauryl Lactate) is a natural emollient with a light and pleasant feeling. It is an excellent solubilization agent of organic UV-filters, showing dispersing properties of inorganic UV-filters as well.

Main characteristics:

- Clear colourless liquid at RT
- 100% active matter
- Odourless and colourless
- NOC (Natural origin content): 100% (ISO 16128)
- NATRUE-certified

PENETOL GE-IS : Emulsifier for W/O emulsions with high water content

PENETOL GE-IS (Isostearyl Glyceryl Ether) is an emulsifier of low HLB specially designed to avoid a sticky and greasy feeling of for W/O emulsions. It stabilizes W/O emulsions with high water content (> 74%) due to the formation of reversed hexagonal liquid crystals phases around the water droplets which guarantees the emulsion stability.

The fluidity and dynamism of this meshwork contributes to a fresh and light sensorial property upon application on the skin.

Main characteristics:

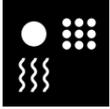
- Colourless to pale yellow liquid at RT
- 100% active matter
- HLB value: 2
- NOC (Natural origin content): 86% (ISO 16128)

Main application properties:

- Non-greasy feeling
- Cold processable
- Allows to formulate emulsions with high sun protection factor
- Co-Emulsifier is not needed to formulate stable W/O emulsions
- Recommended use percentage: 0.5 to 10%

[Learn more](#)





SERENITY SCENTS COLLECTION

FRAGRANCES THAT TRANSFORMS EVERYDAY MOMENTS INTO EXTRAORDINARY SPA EXPERIENCES

This fragrance collection celebrates the essence of three distinguished spa experiences – Nordic, Hammam, and Mediterranean – enabling you to immerse yourself in a deep sensation of relaxation through fragrances.

Explore our creations, from the invigorating woody-spicy notes reminiscent of Scandinavian saunas to the refreshing citrusy-aromatic scents echoing the lush landscapes of the Mediterranean coast, while indulging in a bath. These culminate in the soothing aromatic and resinous nuances inspired by the purification rituals of Hammam experiences.

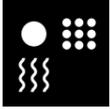
Each fragrance promises to envelop you in a cocoon of serenity, evoking not only the distinct atmosphere of these revered spa traditions but also enhancing the sensory experience and promoting holistic well-being. More than just a collection, it represents a journey towards inner balance and self-care. Some of the proposals already comply with non-81 allergen labeling, specifically considering leave-on formulas.

The Serenity Scents Collection is designed to enhance and uplift all sensorial formulations, creating a final multisensory experience.

Moreover, we will showcase the essence of three distinguished spa experiences – Nordic, Hammam, and Mediterranean – enabling you to immerse yourself in a deep sensation of relaxation through fragrances.

 [Learn more](#)





NEOFLOREAL EXTRACTS

KAO BUILDS A PLANT FACTORY “SMART GARDEN MEGURI” USING CAPTURED AND PURIFIED CO2

Kao Corporation has developed a state-of-the-art plant factory, named Smart Garden Meguri, which pioneers in producing high-purity botanical extracts. The facility leverages carbon capture and utilization (CCU) technology to recycle CO2 from Saga City's incineration plant, boosting photosynthesis and plant growth by 20%. This approach, alongside hydroponic water recycling, significantly curtails environmental footprints, notably in water and electricity consumption.

The extracts made from plants cultivated and processed in the Smart Garden Meguri are being considered for application in Kao Group products aimed at beauty and health, and in the future will be sold as raw materials, mainly overseas.

Smart Garden Meguri focuses on the sustainable cultivation of Roman chamomile and rosemary. Embracing circularity principles, the plant factory not only reuses CO2 and water but also operates entirely on renewable energy sources, further diminishing CO2 emissions.

In the realm of processing, Kao has honed techniques to amplify the concentration of active ingredients, such as polyphenols in extracts, while minimizing impurities. This meticulous process enhances the skin care potential of the extracts, providing benefits like reduced skin discoloration and improved bacterial inhibition. Specifically, for Roman chamomile, Kao's process escalates polyphenol levels, which are expected to offer substantial skin care advantages.

Looking ahead, Kao envisions incorporating these high-efficacy extracts into their beauty and health product lines. The extracts, deriving from plants cultivated in the Smart Garden Meguri, are poised to improve various skin conditions and support skin health. Furthermore, Kao plans to supply these high-purity extracts to international markets as premium raw materials.

[Learn more](#)



For requests and further info about
our products, please contact us at

www.kaochemicals-eu.com

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