

# Kao Corporation's Wakayama Plant

Founded in 1887 as Kao Soap Company Ltd. by Tomiro Nagase to sell its first soap product in 1890 with the motto "A Clean Nation Prospers," Kao Corporation, often called the Procter & Gamble of Japan, is one of Japan's leaders in personal care products, cosmetics, laundry and cleaning products, hygiene products, diapers, and bath additives. Kao also manufactures and markets fatty chemicals, edible oils, and specialty chemicals, including aroma chemicals and toner for copiers and printers. The company has operations in more than 70 countries around the world, including the U.S.-based Kao Brands Company (formerly The Andrew Jergens Company), a marketer of personal care products under the Jergens, Bioré Curel, Ban, John Frieda, and Guhl brands. Back home, Kao expanded in early 2006 through the acquisition of Kanebo Cosmetics Inc., one of Japan's leading cosmetics companies.

The Company pays much attention to R & D and its mission is "to strive for the wholehearted satisfaction and enrichment of the lives of people globally" through the Company's core domains of cleanliness, beauty, health and chemicals. Fully committed to this mission, all members of the Kao Group work together with passion to provide products and brands of excellent value created from the consumer/customer's perspective. In so doing, they "share joy with the consumer/customer." And Kao has a factory, Research Laboratories and an Eco-Lab Museum located in Wakayama. To learn more about Kao's history, please go to <https://www.kao.com/global/en/who-we-are/globalhistory/>



