**Mission**

Our Mission is “to strive for the wholehearted satisfaction and enrichment of the lives of people globally” through the Company’s core domain of value added chemicals.

Fully committed to this mission, all members of the Kao Group work together with passion to provide products of excellent value created from the customer’s perspective. In so doing, we share joy with the customer.

**Vision**

We aim to be “a global group of companies that is closest to the customer in each market”, earning the respect and trust of all stakeholders and contributing towards the sustainable development of society.
Teenagers: A growing young market

The latest trends indicate that the use of personal care products, including cosmetics, makeup and hair care items, has grown in the last few years, making teenagers a crucial population segment for manufacturers and marketers.

Teenage consumers are prepared to experiment with a wide variety of products and brands, and this plays an important role in forming their long-term personal care routines and preferences. This is particularly important as teenagers are on the threshold to becoming young adults, one of today's largest demographic segments.

It is also common knowledge that teenagers' skin is different. It generally produces more sebum than mature skin, due to hormone changes, and therefore excessive oil can cause some problems.

In addition, teenage personal care is largely driven by the desire to establish a sense of individuality, tempered by a need to belong to, or be accepted by society in general or by a particular group.

KAO Chemicals Europe, in line with the latest market demands and trends, has developed a complete cosmetic formulation range for the teenager segment.

I. CONDITIONERS

II. SHAMPOOS

III. SKIN CARE

IV. BODY CARE

When providing body care products one has to take into account the different requirements of the teenage market. So, this range of products will have to fulfill three main aspects: cost-effectiveness, moisturizing properties and mildness, as well as keep up with the very latest market trends in terms of color, appearance and perfume.

BODY CLEANSING FOAM (SLES-FREE) Ref. C-223

This body cleansing foam has been developed for application in pump foamers, providing a creamy, stable foam and improving skin feel. In addition this product is a SLES-free liquid composition that cleanses and moisturizes hands, body and even hair.

This formulation contains LEVENOL®H&B, an extra mild, non-ionic surfactant with emulsifying properties. This surfactant is also a good skin emollient, a good moisturizing agent, a foam booster and a thickening agent.

INTIMATE HYGIENE Ref. C-186

Nowadays, worldwide markets demand more developed and sophisticated formulations. In this case this product has been specially designed for young women's intimate hygiene, being SLES-free and suitable for daily use.

In seeking sulfate-free formulations, we chose AKYPO®SOFT 100 BVC as the main surfactant, as it gives a clear product with extremely mild properties. It softly cleanses sensitive intimate zones with the soothing properties of camomile, giving a feeling of freshness all day and leaving the skin odor-free.
Skin care routines, from cleansing to moisturizing, are followed by many consumers. And although most of these consumers are women, the teenage market is growing fast (according to new studies, around 50% of boys and 66% of girls aged 15-17 use facial care products). Within this market, KAO has developed three products: a “Sensitive Skin Facial Wash” which gently removes impurities, leaving the skin soft and smooth, an “Oil Control Face Wash” with refreshing and soothing properties, and a “Make-Up Remover” that through the use of wet wipes helps to get rid of makeup residue.

**OILY SKIN FACE CLEANER** Ref. C-221

This product is designed to eliminate sebum and impurities and can be used daily. It cleanses the face, eliminating excess sebum thanks to active ingredients such as salicylic acid that inhibits the development of acne.

**SENSITIVE SKIN FACE CLEANER** Ref. C-222

An extra gentle cleanser has been formulated for deep-cleansing while leaving the skin soft and smooth. This face cleanser is said to gently remove dirt, oil and makeup without causing redness, over-drying or irritation.

**MADEUP REMOVER – WET WIPES** Ref. C-147

Nowadays, wipes have become a means for cleansing the skin at any time. With the EMANON®EV-E formulation, the cleansing speed and lack of residue are clearly better than those of the market reference product.

**VOLUME HAIR RINSE** Ref. C-150

This formulation has been developed to obtain hair volume-up without cumulative effects. It is easily rinsed out and after application combing is easier, wet or dry.

**REVITALIZING CONDITIONER** Ref. C-219

This conditioner has been developed for all hair types, to provide a moisturizing and repairing effect, leaving hair soft and easy to comb. It is enriched with vitamins such as B5, said to fortify and nourish hair, leaving it beautifully silky.

**LEAVE-ON HAIR RINSE** Ref. C-165

In keeping with the easy-to-make and easy-to-apply idea, production of this leave-on hair rinse is very simple as it can be prepared at room temperature. In addition, this formulation is presented as a spray application, making it easier to apply on all hair types.

**II. HAIR CARE – CONDITIONERS**

Nowadays shampoos and conditioners are seen as basic hair care necessities in our society and this is clearly reflected in their larger proportion of sales compared to other segments. Conditioners also represent an important part in the teenage cosmetic market, and this fact is well known to formulators and manufacturers who try to keep up with the latest fashion trends and fads in order to be well positioned.

**KALCOL® 6850** Cetanol Aluminate 3.0

**AMIDET® APA 22** Behentrimonium Dimethylether 1.5

**SOFCAR® GP-1** PPG-2 Cetyl Ether 1.0

**TETRANYL® CO 40** Hydroxystryryl Methylammonium Methosulfate 1.7

**LEVENCE® H&B** Glyceryl-2-Canega 0.5

**KAO PAN® TW 1120** Perfum탱 6.2 0.5

**Propylene Glycol** 2.0

**Dye(s)** q.s.

**Preservative** q.s.

**Perfume** q.s.

**NaOH (10% solution)** q.s.

**Deionized Water** Up to 100%
II. HAIR CARE - SHAMPOOS

AFTER-SUN SHAMPOO

Ref. C-157

Protecting the hair is even more important when environmental conditions become harsher, like in summer. This after-sun shampoo is enriched with UV filter, Ceramides and Vitamin C, protecting hair exposed to the sun, seawater and chlorine, and enhancing its natural shine, making hair softer and more glossy.

AKYPO® FOAM RL 40 provides excellent wet hair detangling and combing force, and imparts smoothness during rinse-off. In addition, AKYPO® enhances coacervate formation, affording greater deposition of polymers and hydrophobic raw materials such as silicone and UV filters on hair.

COLOR PROTECTION SHAMPOO

Ref. C-151

This product gently cleanses without stripping, fading or dulling color, and provides color, shine and vitality to hair.

In this formulation AKYPO® RLM 100 offers excellent performance in preventing color loss in dyed hair when compared to other anionic surfactants.

Moreover, DANOX® PL-10, a pearlizing agent, improves the product's appearance, making it more attractive to consumers.

There is a growing market for color protection shampoos as more people are coloring their hair. This fact is even more evident in the teenage market. KAO has developed two types of hair color products: a “Color Protection Shampoo” and a “Color & Care Shampoo”.

ANTI-DANDRUFF SHAMPOO

Ref. C-211

This anti-dandruff shampoo is based on TETRANYL® U and Zinc Pyrithione, to eliminate and prevent dandruff formation. A mixture of cationic polymers and silicones has been used to leave the hair smooth and easy to comb.

The combination of AKYPO® with these conditioning agents improves deposition without build-up due to coacervates formed during the rinsing step.

EXCEPARL® LM-LC, our new natural EO-free thickener, plays a very important role in this formulation by helping to suspend the Zinc Pyrithione. It provides higher viscosity under storage conditions, preventing the sedimentation of dispersed particles. Furthermore, it acts as a very mild thickener with foam stabilizing properties.

COLOR & CARE SHAMPOO (SLES-FREE)

Ref. C-220

In this case this Color & Care Shampoo offers long lasting color vibrancy with intensive care, and guarantees good low-temperature stability.

BETADET® S-20, as a very mild co-surfactant, helps boost foaming and guarantees good low-temperature stability.
III. SKIN CARE

Skin care routines, from cleansing to moisturizing, are followed by many consumers. And although most of these consumers are women, the teenage market is growing fast (according to Skin care routines, from cleansing to moisturizing, are followed by many consumers. And although most of these consumers are women, the teenage market is growing fast (according to recent studies, around 50% of boys and 66% of girls aged 15-17 use facial care products). Within this market, KAO has developed three products: a “Sensitive Skin Facial Wash” which gently removes impurities, leaving the skin soft and smooth, an “Oil Control Face Wash” with refreshing and soothing properties, and a “Make-Up Remover” that through the use of wet wipes helps to get rid of makeup residue.

OILY SKIN FACE CLEANSER

This product is designed to eliminate sebum and impurities and can be used daily. It cleanses the face, eliminating excess sebum thanks to active ingredients such as salicylic acid that inhibits the development of acne.

Its ingredients include AMIDET®N, which acts as a very mild thickener with foam boosting properties.

SENSITIVE SKIN FACE CLEANSER

An extra gentle cleanser has been formulated for deep-cleansing while leaving the skin soft and smooth. This face cleanser is said to gently remove dirt, oil and makeup without causing redness, over-drying or irritation.

This formulation incorporates AKYPO® FOAM RL 40, which improves the foam behavior of cleansing products when used as a co-surfactant and has mild properties.

MAKEUP REMOVER – WET WIPES

Nowadays, wipes have become a means for cleansing the skin at any time. With the EMANON®EV-E formulation, the cleansing speed and lack of residue are clearly better than those of the market reference product.

The combination of TETRANYL®CO 40 and AMIDET® APA-22 in the same formula creates synergistic effects in terms of reduced viscosity and combing force.

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REVITALIZING CONDITIONER

This conditioner has been developed for all hair types, to provide a moisturizing and repairing effect, leaving hair soft and easy to comb. It is enriched with vitamins such as B5, said to fortify and nourish hair, leaving it beautifully silky.

The formulation includes AMIDET® APA 22, a highly effective cationic surfactant for conditioners when properly neutralized with an acid, containing no solvents and presenting a better sensory profile than other monoalkylquitats.

LEAVE-ON HAIR RINSE

In keeping with the easy-to-make and easy-to-apply idea, production of this leave-on hair rinse is very simple as it can be prepared at room temperature. In addition, this formulation is presented as a spray application, making it easier to apply on all hair types.

This product is an example of sustainability: low energy consumption in its production and, because it is a leave-on, water consumption and wastewater are reduced. TETRANYL®CO 40 is an oleic acid-derived esterquat, which makes hair feel very smooth and is especially suitable for this type of formulations.

NORMAL HAIR RINSE

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KALCOL™ 6850

| 3.0 |

AMIDET® APA 22

| 1.5 |

TETRANYL® CO-40

| 0.9 |

TETRANYL® CO-40

| 0.6 |

AMIDET® APA-22

| 0.5 |

Isopropyl Myristate

| 0.15 |

Lactic Acid (90% solution)

| q.s. |

Preservative

| q.s. |

Perfume

| q.s. |

Deionized Water

| Up to 100% |

KALCOL™ 6850

| 2.5 |

TETRANYL® CO-40

| 0.9 |

TETRANYL® CO-40

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TEENAGERS

Formulations Guideline

- Shampoos
- Hair Conditioners
- Shower Gels
- Face Cleansers
- Wet Wipes
- Intimate Cleansers

The technology of KAO’s surfactants applied to Personal Care products