

Corporate Philosophy

Mission Framework



mandom

MANDOM MISSION

Human to Human

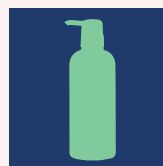
Mandom is a “human-oriented company.” Guided by our original concepts of Health, Cleanliness & Beauty, we reach boldly beyond the norm to bring wonder and inspiration to people’s everyday lives.

MANDOM PRINCIPLES

- Consumer-led Lifestyle Value Creation
- Challenge, Change, Innovation
- Active Employee Engagement
- Social Responsibility & Sustainability
- Human Assets

MANDOM SPIRIT

- Dedication to Service (Oyakudachi)
- Respect for Humanity
- Freedom & Open-Mindedness



As a “Human-Oriented Company,” we believe it is essential to create value that only humans can achieve. This means having empathy for people’s feelings, imagining the joy of others, and creating value that benefits people.

We will continue to supplying the world with products and services that treasure human sensitivities, and aim to be a company deemed indispensable by society by our 100th anniversary in 2027 and beyond.

The Mandom framework comprises the following three areas.

Corporate Philosophy/MISSION

The MANDOM MISSION presents the reason for Mandom’s existence and defines its commitment to society.

Code of Practices/PRINCIPLES

The MANDOM PRINCIPLES are a code of conduct that is followed by all Mandom personnel at all times.

Founding Spirit/SPIRIT

The MANDOM SPIRIT constitutes the bedrock of Mandom’s foundation that is handed down through the generations.

Details of Our Mission Framework

<https://www.mandom.co.jp/en/company/philosophy.html>