



# Consumer Issues

## Basic Policy

We will utilize the feedback received from customers in our business activities to improve the benefits of our products and services from their standpoint and to ensure safety.

### Long-Term Goals

- (Under review)
- Take up the challenge of zero quality complaints

### Priority Initiatives

- Effective administration and continuous improvement of a quality management system in every phase of our business activities—planning, design and development, procurement, production, shipping and sales
- Build a system of communication that enables the use of feedback from a wide range of consumers; build a product planning system that takes into consideration user-friendliness and safety

## Taking Responsibility for Quality and the Health and Safety of Consumers

### Quality Assurance and Quality Policy

Regarding quality assurance for cosmetics and quasi-drugs, Mandom works to assure fully satisfactory quality as demanded by consumers from purchase to end of use. We take measures to improve the quality of our products and services at every stage — planning, design and development, production and shipping. To ensure the reliability of these activities, in January 1998 Mandom established the Quality Philosophy and Fundamental Quality Policy, and built a quality assurance system that became ISO 9001-certified in December 1998.

Since that time, as the quality philosophy and practices were deemed to have taken root company-wide, we voluntarily surrendered ISO 9001 certification in December 2013. We have since pursued continuous improvement of quality through the Mandom quality management system.

**[Quality Philosophy]** "Achieve true customer satisfaction by enhancing the quality of the company, products and services through the involvement of all employees."

#### [Fundamental Quality Policy]

1. Firmly establish a quality management system in the Mandom Group, and continuously improve its effectiveness.
2. Meet the challenge of achieving zero quality defects and quality complaints by improving the capabilities of individuals and conforming to requirements.
3. Improve the precision of all processes, strengthen interfaces between departments, and provide consistent output.
4. Improve the three types of understanding\*, and ensure thorough quality assurance KohDoh that never overlooks small changes or signs.
5. Achieve quality targets with the full participation of staff, from a perspective of working with and for consumers.

\*Three types of understanding: understanding consumers, understanding customers, and understanding products

### Quality Assurance Activities and Reconfiguring Our Quality Assurance System

In accordance with Japan's Pharmaceutical Affairs Law, we comply with the ISO 22716 international standard that pertains to good quality practices (GQP), good vigilance practices (GVP) and good manufacturing practices (GMP) for cosmetics. In addition, we have formulated a fundamental quality policy based on the Mandom quality philosophy that calls for truly satisfying customers by enhancing the quality of the company, products and services through the involvement of all employees. On this basis, we are creating a quality management system that spans all stages — planning, design and development, production and shipping — as we make the ongoing enhancement of customer satisfaction a daily focus.



- Consumer Issues : Promotion of Quality Assurance System



Measures for prevention of contamination by foreign matter (air showers)



Visual inspection of products



Sensory test of product contents



Analysis of active ingredients of quasi-drugs

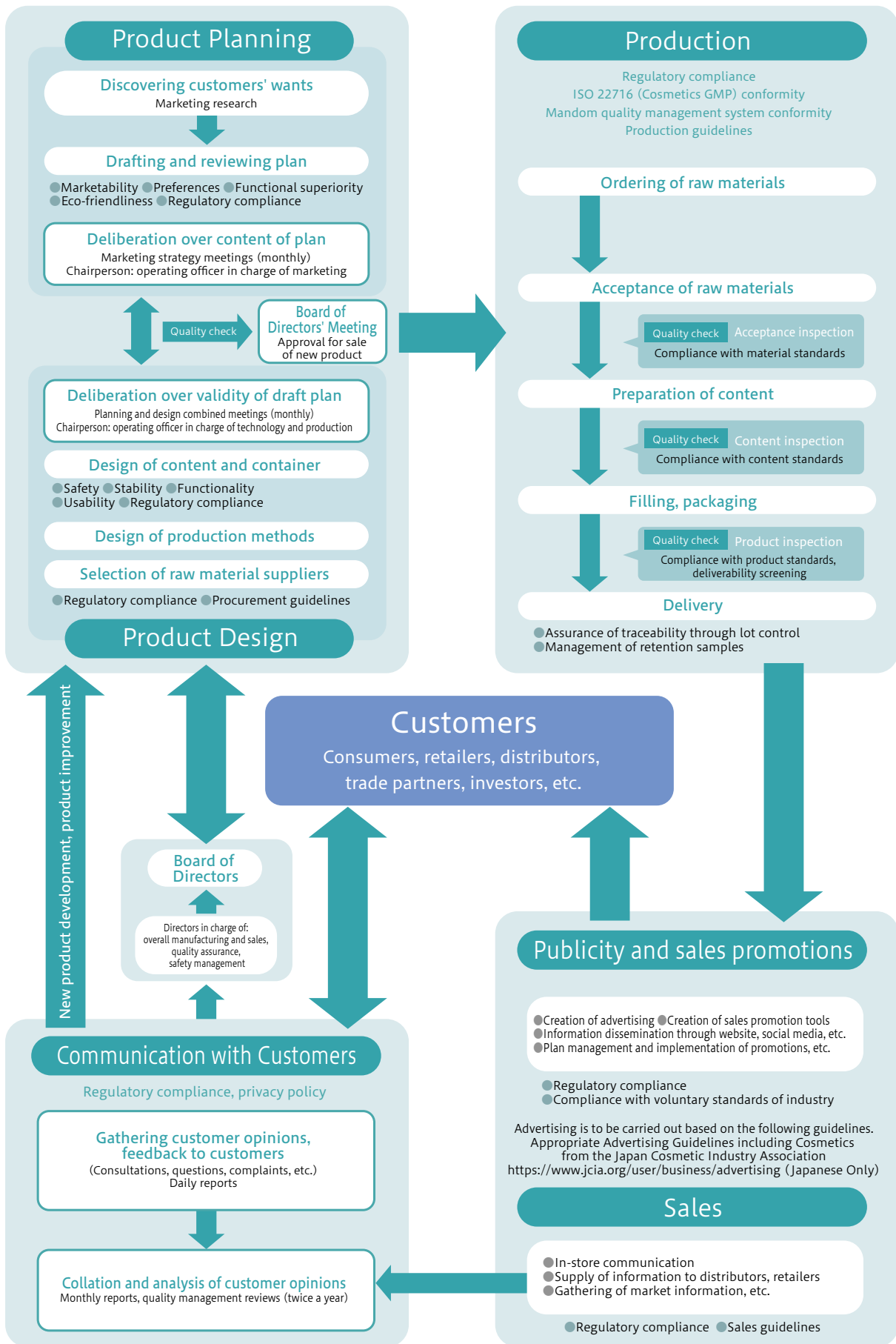


Analysis of active ingredients of quasi-drugs



Functionality inspection of product contents

# Mandom Quality Assurance Activities and Implementation of Customer Feedback



## ■ Creating New Shared Values with Consumers

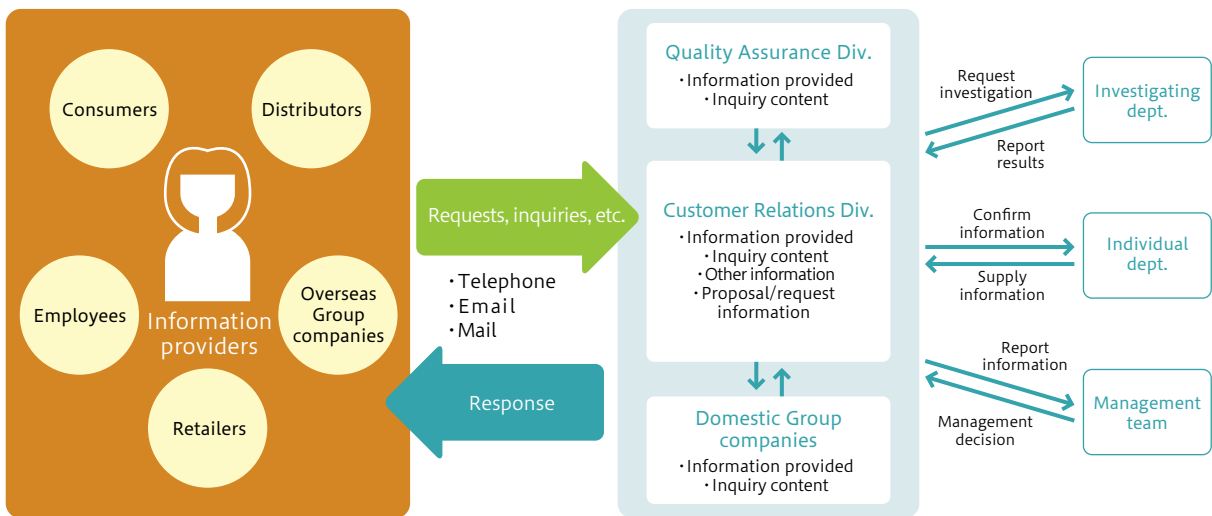
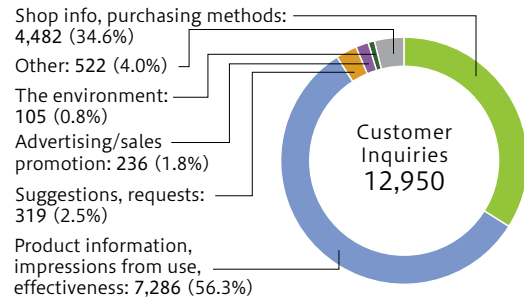
### System for Utilizing Customer Feedback

#### ● Customer Inquiry System

We set up a Customer Relations Division in 1994 as a general contact point for communicating with customers, including their suggestions, requests and other feedback. After reviewing the feedback received, we add information to the Frequently Asked Questions (FAQ) & Inquiries section of our website as part of our efforts to ensure the supply of information.

Furthermore, feedback is compiled in a database, and through a design management committee, quality assurance committee, and customer information meetings, is passed along to top management and relevant departments to be integrated into future product development and improvement.

#### Customer Inquiries in FY2017



Mandom Official Website  
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● FAQ & Inquiries (Japanese only)

### Examples of Utilizing Customer Feedback

At Mandom, we share feedback from customers with top management and relevant departments, and work to achieve true customer satisfaction. The following presents our latest efforts making use of customer feedback.

Year	Product	Action
FY2017	Hair foam products	Added easy-to-understand video to the FAQ & Inquiries section of website, describing how to correctly use hair foam products so they can be used to the end in a foamy condition.
	LUCIDO Hair Color One Push Type	Improved specifications and changed button design due to feedback that it is difficult to remove and attach the cover.
	GB Body Hair Trimmer	Added a caution label to make clear that the blade is not replaceable, as a response to the misunderstanding that the product can be disassembled and its blade replaced. (Shipments of the product with label added are scheduled to begin in summer 2018.)
FY2016	GATSBY Natural Bleach & Color Series LUCIDO-L Creamy Milk Hair Color Series	To prevent replacement of the contents, other tampering, and infiltration of foreign matter, specifications were changed so that the product cannot be opened until use. The precautions indication was also improved to be easier to see.
	GATSBY Hair Styling Foam	The previous illustration of the use method (for enabling use of the entire contents of the container) was enlarged based on customer feedback that product foaming trailed off with use.
	LUCIDO-L Oil Treatment #EX Hair Oil	Owing to customer feedback that the protruding part of the sales appeal label hurt to the touch, the label shape was redesigned with a rounded tip.

Mandom Official Website  
[CSR Information](#)

● Consumer Issues > Communication with Customers

## For the Correct and Safe Use of Hair Coloring Products

On October 23, 2015, the Consumer Safety Investigation Commission (of the Consumer Affairs Agency) published its "Report on the Causes of Accidents, etc. Based on Article 23, Section 1 of the Consumer Safety Act," with the Minister of Health, Labour and Welfare presenting a recommendation on measures to prevent the onset and exacerbation of skin disorders caused by hair coloring products. Based on the Ministry of Health, Labour and Welfare's notification to the hair coloring industry and the recommendations of the Consumer Affairs Agency, Mandom has added information in the Frequently Asked Questions section of its website and product information sections of each product in the hair coloring category to properly inform customers how to safely use hair coloring, particularly the importance of conducting a patch test 48 hours prior to using a hair coloring product.



External Site

Ministry of Health, Labour and Welfare Website

- Skin Damage Owing to Hair Dyes (Japanese Only)



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- FAQ & Inquiries > Hair Color > - Before Use - Product Safety and Patch Test (Japanese Only)

## Full Lists of Ingredients Published on the Mandom Website's Product Information Page

The Customer Relations Division at Mandom receives a large number of inquiries from customers, many of which are in regard to the ingredients in products used by consumers.

Sometimes customers would ask about ingredients that were not displayed in full on the container itself for space reasons (only being listed on the mount, outer box, or the like). At other times customers had discarded the container after using a refill. Up to this point, the Customer Relations Division had dealt with each request individually, but situations have arisen where customers could not get the information quickly enough, such as in an emergency when a product had been swallowed accidentally or a person had an allergic reaction, and a phone call was made after business hours, when the answer could not be provided immediately.

Because of such circumstances, on April 28, 2017, full lists of ingredients were published on Mandom's official website to help customers, with the following objectives.

### Objectives:

- To allow customers to quickly obtain full lists of ingredients when seeing a doctor after the occurrence of a health problem (such as dermatological symptoms, accidental ingestion, an allergic reaction, etc.)
- To reduce time and effort required to answer inquiries from customers (by phone or email)



Mandom Official Website

CSR Information

- Latest CSR information (article updated on May 11, 2017) (Japanese Only)

## Smell Care Seminars

In today's mature market for products and services, personal elements such as a company's customer-facing interactions can be the deciding factor in business success or failure. Body odor and smells are rapidly becoming a social issue, even being picked up by the mass media, as a factor in obstructing good personal relations both inside and outside business contexts.

To assist consumers based on men's deodorant research, Mandom started smell management activities in 2014, and we regularly offer Smell Care Seminars.

In FY2017, these seminars were held at 15 companies and groups, and were attended by a total of 863 people.

We also offer a Smell Care Quiz (e-learning) for individuals. For details, please see the links below.



Mandom Official Website

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- Scientifically studying the body odor of men: Research on Men's Smell (Japanese Only)
- Overview of Smell Care Seminar, Inquiries and Applications (Japanese Only)

## Handling of Personal Information

At Mandom, we use personal information to deal appropriately with complaints, inquiries and consultations, and to otherwise interact with the customer. To achieve the purposes for which the information was gathered, we sometimes entrust work to outside contractors, but information is never disclosed to third parties other than outsourcing contractors.

In helping provide our customers with a secure and comfortable lifestyle, a key basis of our business activities is properly and appropriately handling the personal information held by our company, which we believe is one of our social responsibilities. Therefore, we have established and abide by our privacy policy for the handling of personal information.