



Community Involvement and Development

Basic Policy

We will ascertain social issues from a global perspective and take useful action to resolve those issues in pursuit of sustainable social development and sustainable business growth.

Long-Term Goals

- Carry out seminars and dialogues relating to social and environmental issues at least twice a year

Priority Initiatives

- Look into KohDoh that can promote thorough in-company understanding of and ability to contribute to international frameworks such as the UN Global Compact's 10 Principles and the Sustainable Development Goals (SDGs)
- Build co-creative relationships with research organizations, NGOs, NPOs and others to achieve sustainable social development and begin taking measures (with Japanese Society for Alternatives to Animal Experiments; Graduate School of Pharmaceutical Sciences, Osaka University, etc.)

■ The Japanese Society for Alternatives to Animal Experiments

In recent years, as society's awareness of safety in cosmetics has risen, the need has grown for a wider range of evaluative techniques that will enable the development of safe products.

Mandom has declared a policy of no animal experiments. As part of that, we present technical information at meetings held by the Japanese Society for Alternatives to Animal Experiments, and since 2008, we have subsidized research costs by offering grants every year for selected international research on alternatives to animal experiments.

At the 30th Annual Meeting of the Japanese Society for Alternatives to Animal Experiments on November 24, 2017, our previous research grant activities were recognized for their major contribution to the Japanese Society for Alternatives to Animal Experiments, and we received a Distinguished Service Award from the society.

In April 2018, we began providing research grants for the three topics selected as our 11th (FY2018) research themes.



[Mandom Official Website](#)
CSR Information

- Community Involvement and Development: Approach to alternative to animal experiments



[External Site](#)
The Japanese Society for Alternatives to Animal Experiments

■ Joint Research Program with the Graduate School of Pharmaceutical Sciences at Osaka University

In June 2015, Osaka University and Mandom established the Advanced Cosmetic Science Joint Research Program at the Graduate School of Pharmaceutical Sciences at Osaka University.

The joint research program employs cutting-edge technologies from fields that have seen remarkable growth in recent years, such as regenerative medicine, applying them to research the development of next-generation functional cosmetics and quasi-drugs. Research results announced thus far are as follows.

- Discovery of Human Sweat Gland Stem Cells, and Successful In Vitro Regeneration of Sweat Gland-Like Structure
- Three-dimensional observation of human sebaceous glands achieved, original sebum secretion assessment method established
- Establishment of a New Assessment Method due to Successful Numeric Quantification of the Amount of Sebum Produced by Human Sebaceous Glands—Demonstration Using This Assessment Method of the Inhibitory Effect of Phytic Acid on Sebum—



[Mandom Official Website](#)
CSR Information

- Community Involvement and Development: Joint Research Program with the Graduate School of Pharmaceutical Sciences at Osaka University

■ Educational Support Activities

Personal Grooming Classes at Special Needs Schools and Facilities

Since FY2004, Mandom has been holding classes in personal grooming for individuals with intellectual disabilities who are soon to join the workforce, in order to support their self-reliance.

Our approach to these students is to treat them as first-time users of cosmetics. We cover all aspects, starting with how to handle, use, and care for cosmetic items. We also communicate the clear distinctions between clean and tidy appearances expected within various social contexts and "stylish" appearances. "Cleanliness" is a key concept in the classes.

These classes were held at eight schools and facilities in FY2017, with 184 participants.

Cooperation with "Trial Week" for Junior High School Students to Experience the Workplace

Since 1998, the Hyogo Prefectural Board of Education has been running a "trial week" program for junior high school students to experience the workplace at local companies, and the Fukusaki Factory has accepted students from the program every year since it was launched.

The purpose of trial week is to give junior high school students a variety of experiences in the local community—involving the workplace, welfare, and work/production—and thereby help them learn about the community, develop a spirit of community life and a sense of gratitude, heighten their independence, and otherwise develop their skills for living.

Through these trial week efforts, ties are deepened between schools, families, and local communities, and by supporting character building and social independence of children in the society as a whole, this program is expected to grow into local community building centered on children.

In FY2017, four junior high school students expressed a desire to experience our workplace, and trial week took place over five days at our Fukusaki Factory.



Efforts Together with the Nishimura International Scholarship Foundation

The Nishimura International Scholarship Foundation was established in 1999 by the former president of Mandom, Ikuo Nishimura. The foundation awards scholarships to exchange students and invited teaching staff from countries and regions in Southwest, Southeast, and East Asia in order to sustain academic learning, education, and research.

In addition to offering scholarships, the foundation provides the students with experiences during their time in Japan, which can serve as future reference on production technologies, environmental measures, and other topics. These include field trips, summer studies, and a visit every year to tour our Fukusaki Factory.

In FY2017, a total of 35 scholarship students (16 male, 19 female) participated from various countries and regions including Indonesia, South Korea, Thailand, Taiwan, China, Vietnam, Malaysia, and Mongolia.



Cooperating with the Super Global High School Project

We believe that cultivating global human resources is the foundation for supporting the sustainable development of society and the sound growth of our business going forward.

In FY2017, we cooperated with efforts by Osaka Prefectural Senri Senior High School and Kansai University Senior High School—designated schools of the Super Global High School (SGH) program of the Ministry of Education, Culture, Sports, Science and Technology.

For Osaka Prefectural Senri Senior High School, we cooperated with the SGH Fall Holiday Business/University Tour and Training, and a meeting to present research results from "Investigations" in the second year of the Global Culture Academic Study Course, a program of Senri Festa.

For Kansai University Senior High School, we cooperated with "Osaka fieldwork—A Special Class Examining Sustainable Development Goals (SDGs)."



Mandom Official Website

CSR Information

- Latest CSR Information: Article dated March 6, 2018 (Japanese Only)
Article dated November 6, 2017 (Japanese Only)
Article dated July 21, 2017 (Japanese Only)

Overseas Initiatives

BOP Business Development

Mandom Indonesia has been supplying products in smaller packs and smaller sizes as a business development strategy, thereby providing goods at more affordable prices for consumers at the base of the economic pyramid (BOP).

The company is selling and marketing sachets of hair styling products for men such as Gatsby Water Gloss and Treatment Hair Cream, and for women, a Two Way Cake refill that includes a makeup sponge for use as is for the popular makeup brand in Indonesia, PIXY. These products have gained acceptance from a wide range of consumers, including the BOP segment and those living in rural areas.

Such products for the BOP market are being produced in Indonesia not only for domestic consumption but also for export to the Philippines, Mainland Southeast Asia, and as far away as Southwest Asia and Africa. Such products are useful to local BOP consumers and will also help to expand the local cosmetics market and distribution network.



* BOP Business : Sustainable business carried out in developing countries that targets the base of the economic pyramid (BOP) — consumers, producers, retailers or combinations thereof. The BOP segment of the populace refers to the lowest level of the income/economic pyramid — people whose annual income is low and purchasing power parity is less than \$3,000. This segment accounts for about 70% of the global population, or 4 billion people.

Offering Practical Business Training in Indonesia with Board of Education Collaboration

Mandom Indonesia is offering practical business training in collaboration with local boards of education at vocational high schools with a marketing specialization in Jakarta and its environs (approx. 20 schools).

Students learn basic business skills and business etiquette through this training. To learn about marketing, they spend several months running a school store, gaining practical experience in everything from product stocking to selling.

After the training, Mandom employees are sent to each participating school to discuss with students what they learned. A contest with an award ceremony and other events are also held.



Initiatives for Breast Cancer Month

For Breast Cancer Month in October, we held a campaign for employees of Mandom Indonesia. During the campaign period, we provided education on prevention and early discovery of cancer, and held an event called "Pink Talk" in collaboration with the Love Pink Foundation active in Indonesia.

At Pink Talk, participants learned facts about breast cancer, and with the cooperation of three breast cancer survivors acting as instructors, learned the importance of playing an active role in early discovery of cancer together with one's family or partner.



Other CSR Activities in Indonesia

Our Indonesian consolidated subsidiary PT Mandom Indonesia Tbk (listed on the Jakarta Stock Exchange in September 1993) carries out CSR activities that support human rights, labor, the environment, and corruption prevention. For details, please see the Mandom Indonesia official website.

 [Mandom Indonesia Official Website](#)
CSR Information (English Version)

