

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

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>

Corporate Slogan

BE ANYTHING, BE EVERYTHING.

Unique Oyakudachi (Dedication to Service) Based on
“Health, Cleanliness, Beauty and Fun”

**Creating value through
“human-oriented” approaches
that only people can achieve**

No matter how much science advances,
there are things only people can do.

That is, to empathize with others’ feelings,
envision someone’s happiness and joy (imagine),
and create value that benefits people (create).

Mandom values this “human-oriented” way of thinking.

Based on the “five hearts”—LOVE, SENSIBILITY, HAPPINESS, FREEDOM,
and the will to pioneer the WILL—we weave together value that only humans can achieve.

This value system is embodied in the concept of “健・清・美・楽”
(Health, Cleanliness, Beauty and Fun).”

“健” means health, “清” means cleanliness, and “美” means beauty.

Underlying all of these is the perspective of “楽”,
which means “enjoying things casually.”

This “Fun” enriches life and forms the foundation for shaping the future.