Corporate Philosophy



Mission Framework









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mandom





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

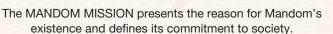
Freedom & Open-Mindedness



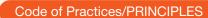


The Mandom framework comprises the following three areas.









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.