



Community Involvement and Development

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.

■ 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.



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.

Moreover, as one of our efforts to broaden our global network of technology in Asia, Mandom is actively helping to invite young lecturers from universities in Asia to the Graduate School of Pharmaceutical Sciences of Osaka University.



Mandom Official Website

► CSR Information ● Community Involvement and Development : Joint Research Program with the Graduate School of Pharmaceutical Sciences at Osaka University



"The Advanced Cosmetic Science (Mandom) Joint Research Program is the first joint research program at the Graduate School/School of Pharmaceutical Sciences at Osaka University. Pharmaceutical sciences focus on how to maintain people's health. Hosting the joint research program is a great pleasure for us and we anticipate that the addition of this program will aid in developing the ability of the Graduate School and School to serve as a global hub of education in the area of skin research, as well as a research incubator and trainer of scientists with strong proficiencies."

Head of the Graduate School of Pharmaceutical Sciences, Osaka University
Professor **Yasuo Tsutsumi**

■ 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. Participants are given the hands-on chance to try various cosmetics for washing the face, skin care, fixing bed hair, hair styling, body care, and facial care. The classes also help them realize the fun and pleasure that can be found in using cosmetics.

At first participants are usually apprehensive, but after some time actually trying various cosmetics while listening to the

instructor, their faces lighten up and turn into smiles.

We plan to continue offering such classes in personal grooming to support individuals with intellectual disabilities as they prepare to join the workforce, giving them the chance to experience the joy of changing their appearance using cosmetics and the resulting self-confidence this can offer.

* Special needs schools: Institutions for children with intellectual disabilities that provide education conforming to the nursery, elementary, junior high and high school educational system, and that aim to help students overcome difficulties in learning and living thereby achieving self-reliance.



Employees instructing classes on grooming



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 studys, and a visit every year to tour our Fukusaki Factory.



External Site

► [Nishimura International Scholarship Foundation](#)
(Japanese only)

Cooperating with the Super Global High School Project of Osaka Prefectural Senri Senior High School

The Ministry of Education, Culture, Sports, Science and Technology has been promoting the Super Global High School (SGH) program at high schools and other institutions since FY2014. The aim is to endow students-through education to contribute to the development of global leaders-with concern and strong awareness about social issues, communication abilities, problem-solving skills, and other international grounding, and thereby develop global leaders who can be active on an international stage.

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, and therefore we are cooperating with the SGH project "SGH Fall Holiday Business/University Tour and Training" at Osaka Prefectural Senri Senior High School, a designated SGH school. For this training, groups of eight to ten students actually visit and tour companies. Activities include lectures by employees engaged in work, and question-and-answer sessions and advice on the individual research topics of each student.

In FY2016, we featured a lecture on the relationship between

our corporate business activities and the international community's framework for achieving a sustainable society, based on the themes of Mandom's business development in Japan and overseas, and our corporate social responsibility.

We fielded a diverse range of questions from participating students and had lively exchanges of views on topics including human rights, work-life balance, childcare and elderly care systems, promoting the participation of women, interacting overseas with people having different cultures, customs and values. As hosts, we also learned a great deal.



Mandom Official Website

► [CSR Information](#) ● [Latest CSR Information:](#)
Article dated October 18, 2016
(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.



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)



Other Social Contribution Activities in Japan



Mandom Official Website

► CSR Information ● Community Involvement and Development

- GATSBY CREATIVE AWARDS (Final review meeting and award ceremony in January)
- Mandom judges Gatsby advertising and communication plan student competition at private universities in Kansai region (October)
- Job Experience for Junior High School Students (May, June)
- Sakai-ASEAN Week (October)

- April 2016: Donation given to disaster relief fund and relief supplies sent in the wake of the Kumamoto Earthquake
- Blood Drive at the Head Office (August)
- Concerts at Head Office (July, January)
- Wheelchair Athlete Jun Hiromichi

- The Akan International Crane Center, Kushiro
- Osaka Marathon Clean-up Campaign (October)
- Chinju-no-Mori Festa Sponsorship (June)
- Fukusaki Industrial Park Joint Clean-up (May)
- Traffic Guarding at Fukusaki Industrial Park (September)