

## Notice Regarding Public Announcement of the Safety Policy for Our Cosmetic Products

On September 30, 2014, KOSÉ announced the following cosmetic product safety policy on its website\*.

\* <http://www.kose.co.jp/jp/ja/company/csr/social/consumer.html>

**The KOSÉ Group places product safety as its top priority and continues to promote the development of cosmetic products (including quasi-drugs) under our policy of not conducting animal testing.**

The KOSÉ Group maintains a range of independent standards and relies on the massive amounts of safety data accumulated through years of cosmetic product development together with alternatives to animal testing and various clinical tests on volunteer panels to ensure the safety of our cosmetic products. We will continue to observe our policy of not conducting animal testing, including testing entrusted to external parties, in the future development of our cosmetic products.

\* This excludes instances where we are held responsible by society to evidence the safety of a product or where it is required by administrations in particular countries.

### **Actions towards the abolishment of animal testing and the pursuit of alternative methods**

KOSÉ acknowledges that the abolishment of animal testing is an important requirement of the global society and in the hope of achieving this goal as quickly as possible, has been working on the development of non-animal testing alternatives from as early as the 1990s. While continuing to provide our on-going support to the Japanese Society for Alternatives to Animal Experiments, KOSÉ works actively with the industry at large and joint initiatives run by industry, government and academia, furthering our efforts to contribute to the social acceptance and development of non-animal testing alternatives.