

Naturewatch

For release 15 January 2009

PRESS RELEASE

KAO Corporations blemished animal testing record

Naturewatch is shocked that Kao Corporation, the name behind Biore skincare, Kanebo and John Freida haircare is still investing in new methods of testing cosmetic ingredients on animals. Given the progress being made in Europe, Japan and elsewhere in the world to end the deplorable practice of testing cosmetics and cosmetic ingredients on animals, we are deeply concerned that Kao are filing patents for a new animal model, that would involve the use of mice, rabbits or guinea pigs to test cosmetic ingredients.

As recently as April 2008, patents outlining a new animal model were filed in Europe, and the United States. This new animal testing method requires the grafting of human skin onto an animal, which is then subjected to research into pigment spots or used in the evaluation of skin lightening ingredients.

This sickening misuse of animals, is surely a retrograde step, not only from an animal welfare perspective, but also in the light of European legislation that will totally ban animal testing of cosmetic ingredients from 2013, and enforce a marketing ban on the import of products into the EU, that contain cosmetic ingredients that have been tested on animals.

As a company which was commended in 2003 by the Japanese Society of Alternatives to Animal Experiments, we are deeply saddened and quite honestly appalled that Kao Corporation continue to use animals in research, merely to evaluate ingredients destined for skin lightening creams and "cosmetically troubling" pigment spots.

Naturewatch is urging Kao Corporation to withdraw these patents, on the grounds that new animal testing methods for cosmetic purposes are totally unethical.

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NOTES TO EDITORS

- To view the European Patent Application EP 1 982 587 A1 – Animal model for pigment spots submitted by Kao Corporation, [click here](#) [pdf]
- To read Naturewatch's open letter to the Kao Corporation, [click here](#)
- Kao Corporation produce Biore skincare, John Freida haircare and Kanebo Cosmetics. In addition Kao Corporation acquired Molton Brown in 2005.

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