

Session Title: Balance between the Benefits of Plastics and Marine/Land Ecosystem Protection

Name: David J. Muenz

Position: Executive Officer, Senior Vice President, ESG Division, Kao Corporation

Plastic packaging plays an important role in the effectiveness of our products - it's versatile, adaptable and flexible. However, overuse of plastic has always been a concern for us and our consumers, because of the potential negative impact on nature. Kao has long taken the 4R approach – Reduce, Reuse, Recycle and Replace to minimize this impact. While recycling is one of the keys, Kao has worked to *reduce* the use of plastics in our product packaging in the first place, through innovations in film packaging that consumers can easily adopt.