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

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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.