

Action towards a sound material-cycle society (circularity)

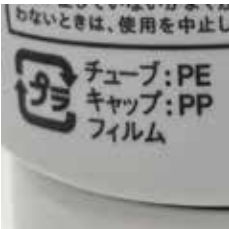
Basic policy

The FineToday Group has established the FineToday Group Basic Environmental Policy to contribute to a sustainable society. Together with climate change, realizing a sound material-cycle society (circularity) is an important topic of FineToday's management. In accordance with the medium- to long-term vision Fine Today & Tomorrow 2030, the Group focuses on efficient use of resources and recycling.

Container and packaging initiatives

Pursuant to the Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging, FineToday calculates annually the volumes of materials used in containers and packaging and sends materials to recycling operators as specified in the act. In addition, products provide information on the resources used in their packages to encourage recycling.

Reference p. 26 Focus 1:
Development of environmentally friendly products



Initiatives for promotional materials

FineToday uses various promotional tools to support product sales by retailers. These promotional materials play important roles displaying products and communicating product information and product visions to customers on the sales floor.

Most promotional materials are disposed of after use, and some are disposed of without being used as planned. FineToday actively strives to reduce wastes of promotional materials and change the materials to be more environmentally friendly.

Reducing wastes of promotional materials

FineToday is committed to reducing the amount of waste generated from promotional and other materials.

- **Activities to put unneeded materials to prompt disposal**

For several years, FineToday has addressed the issue of inventories of promotional materials remaining unused over the long term by separating materials into those actively used and those not used as planned. Unused materials are disposed of through systematic monthly waste processing. This has helped to reduce inventories of promotional materials remaining unused over the long term and to cut wastes of promotional materials as a whole.

- **Ordering promotional materials more efficiently**

By nature, the volumes of promotional materials needed are not necessarily clear in advance. This can cause gaps between volumes of promotional materials produced and those actually used. In response, FineToday changed how Sales and Marketing cooperate, adopting a structure under which Sales, with their wealth of retail knowledge, decide on volumes of promotional materials. This helps to reduce waste by using promotional materials more efficiently.

More efficient deliveries of promotional materials

We are taking steps to decrease truck usage by improving the distribution efficiency of promotional materials. Like other companies in the industry, FineToday had delivered promotional materials to stores independently, but since June 2019 deliveries to the same stores on the same day have been made jointly with Lion Corporation and Unicharm Corporation, in the same packages. In addition to saving on packaging materials, this helps to reduce CO₂ emissions from logistics.



Cardboard box containing promotional materials for the three companies

Note: Measures prior to July 2021 are listed under Shiseido Co., Ltd. personal care business.