

Announcement of Participation in “Kobe Plastic Next: Joining Forces to Recycle Refill Packs”

FineToday Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President and CEO: Tetsuo Komori; “FineToday”) will participate in the “Kobe Plastic Next: Joining Forces to Recycle Refill Packs” project. In this project, 17 companies, including retailers, daily commodities manufacturers, and recycling business operators, collaborate with the city of Kobe to recycle used refill packs of household items, aiming to achieve horizontal recycling for refill packs used in daily commodities.



Amid growing demands for a recycling-oriented society to achieve a sustainable global environment, refill packs now account for approximately 80% of packaging in the daily necessities sector, significantly contributing to the reduction of plastic use compared to primary containers. However, refill packs are made from multilayer films with various properties, posing challenges to horizontal recycling, which involves returning used products to resources and turning them back into the same products.

Against this backdrop, the “Kobe Plastic Next: Joining Forces to Recycle Refill Packs” project was launched in October 2021 as a collaboration between Kobe City, retailers, consumer products manufacturers, and recycling business operators. The initiative aims to reduce the consumption of natural resources by continuing to use the same plastics for the same applications through horizontal recycling of refill packs (film-to-film). The aim is to expand these efforts from Kobe to the entire nation*.

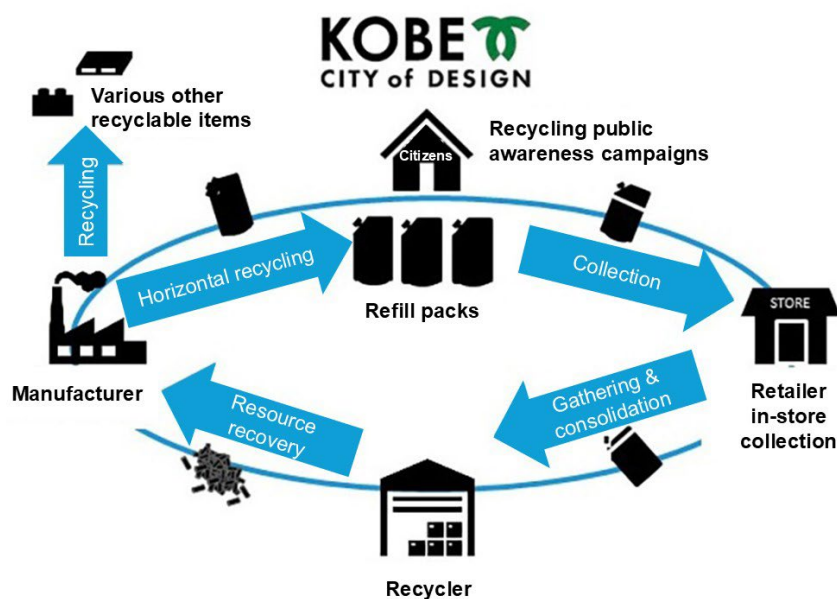
The FineToday Group’s materiality framework for 2030 “Fine Today & Tomorrow” identifies the use of sustainable containers and packaging (primarily plastics) as a key management issue to be addressed. The framework sets numerical targets of achieving 100% use of sustainable packaging by 2030 and reducing the use of petroleum-derived virgin plastic in primary containers by 25% compared to 2022. To meet these targets, FineToday is promoting the further expansion of low environmental impact refill products, increasing product volume sizes, and adopting sustainable materials.

Accordingly, FineToday has endorsed the objectives of “Kobe Plastic Next” and decided to participate in the project. Through the horizontal recycling of refill packs, FineToday will promote the reduction of plastic waste and contribute to the realization of a sustainable society.

*See the official [“Kobe Plastic Next”](#) website

■ Overview of “Kobe Plastic Next: Joining Forces to Recycle Refill Packs”

Objectives and Targets	<p>Collection of refill packs – establishing a sustainable collection scheme</p> <ul style="list-style-type: none"> - Collection target: 5 tons/year (future target: 10 tons/year) - Four retailers collect used packs at over 70 stores in Kobe City. Return logistics from stores are utilized to consolidate collections, aiming to improve efficiency and reduce environmental impact <p>Recycling of refill packs – building a new circular economy business model</p> <ul style="list-style-type: none"> - Daily commodities manufacturers share challenges and technologies through recycling trials, working toward horizontal recycling. Discussions are also held on materials and designs for refill packs that are easier to recycle - Aim to conduct pilot sales of products made from horizontally recycled refill packs at retail stores in Kobe City - Brainstorm ideas and explore various recycled products that can benefit Kobe residents
<p>Members</p> <p>*As of October 1, 2025 (in alphabetical order)</p>	<p>[Lead Organization] Kobe City</p> <p>[Retailers (4)] Consumers Co-operative Kobe; Kohyo Co., Ltd.; The Daiei, Inc.; Welcia Yakkyoku Co., Ltd.</p> <p>[Daily Commodities Manufacturers (10)] Cow Brand Soap Kyoshinsha Co., Ltd.; Earth Corporation; FineToday Co., Ltd.; Kao Corporation; Kobayashi Pharmaceutical Co., Ltd.; KOSÉ Corporation; Kracie, Ltd.; Lion Corporation; Milbon Co., Ltd.; Unilever Japan Customer Marketing K.K.</p> <p>[Recycler (1)] Daiei Kankyo Co., Ltd.</p> <p>[Advisor] Amita Holdings Co., Ltd.</p> <p>[Secretariat] NPO Gomi-Japan</p> <p>[Support/Collaboration] Japan Clean Ocean Material Alliance (CLOMA)</p>
Start of Activities	October 2021
Refill Pack Collection Locations	Collection boxes installed at retail stores and resource collection stations within Kobe City
Collection Results	Approximately 5 tons collected over the three years from October 2021 to September 2024



<Links>

Kobe Plastic Next Official Site (Japanese Only): <https://kobeplasticnext.jp/>

FineToday Group Sustainability Initiatives: <https://www.finetoday.com/en/sustainability/>

FineToday Group Sustainability Report 2025:

<https://www.finetoday.com/en/sustainability/sustainability-report/>

■About FineToday Group

FineToday Group was founded as an independent entity in 2021 after separating from Shiseido's personal care business.

Our purpose is to enrich the lives of everyone today and for generations to come, one fine day at a time.

We integrate environmental / social sustainability with profitable growth to achieve the purpose.

Aesthetics originating from our DNA are carried forward in our refined operations, unique value propositions, and a glocal mode of behavior.

We aim to become Asia's No. 1 daily beauty product producing company, bringing well-being by unlocking the joy of beauty to people worldwide.
