

Continually creating value for all stakeholders, aiming to grow to be Asia's top personal care company

The value FineToday Group delivers to stakeholders

Embodying truth, goodness, and beauty

We will build the trust of all stakeholders by developing harmonious beauty through straightforward pursuit of ethical practices as a glocal enterprise.

Acting as one for the benefit of people and the planet

FineToday Group balances business growth with the sustainable development of the region centered on Asia: the growth engine of the global economy with a wealth of natural bounty.

Principles of Governance

To become a presence trusted by all of our stakeholders.



Pursuit of purpose	Transparent governance
Ethical conduct	Integration of risks and opportunities

Planet

To halve our environmental impact throughout our value chain.



Response to climate change	Conservation of nature and biodiversity
Pursuit of a circular economy	Caring for water, air, etc.

People

To respect all people and deepen our relationships.



Commitment to human rights	DE&I
Improvement of health and safety	Investment in talent

Prosperity

To provide a wonderful day to as many people as possible.



Expansion of economic contributions	Improvement of consumer satisfaction
Product innovation	Community support

Fine Today & Tomorrow

Our promises as we move toward 2030

To enable everyone in the world to weave a wonderful day and live everlastingly beautiful and enriched lives

Bringing wellness to mind and body as well as the environment

Respecting ethnical, cultural, and value diversity of the region centered in Asia, FineToday Group builds stronger ties with people by helping everyone work and live in their desired ways.

Making every day a fine day through aesthetic intelligence

FineToday Group takes on the unmet needs of today's society, as it changes in rapid and complex ways, to make every day a "fine day" through personal beauty products.