

August 3, 2020

KANEKA CORPORATION

Settlement with I&I Hair Corporation over unverified and speculative posting lawsuit
regarding Kanekalon™ synthetic fiber for hair accessories

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka) had filed a lawsuit at the US federal court in Dallas, Texas against hair product wholesaler I&I Hair Corporation (Headquarters: the State of Texas, US) requesting that they cease posting unverified information on social media regarding Kanekalon™ synthetic fiber for hair accessories (referred to below as “Kanekalon™”). On May 22, a settlement was reached between the two companies.

In March 2020, I&I Hair Corporation posted unverified and speculative information concerning the safety of Kanekalon™ on their social media. The content of the post was unverified and, based on this settlement, I&I Hair Corporation removed the post and published a retraction on their social media.

Kaneka has consistently conducted safety tests on its Kanekalon™ product for over many years and continues to do so today. This dedication to safety and quality is one of the reasons why Kanekalon™ is the leading synthetic hair fiber in the world.