

August 6, 2020

KANEKA CORPORATION

### Kaneka Biodegradable Polymer PHBH™ used in Shiseido's cosmetics packages

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka), in a partnership with Shiseido Company Ltd. (Headquarters: Chuo-ku, Tokyo; President: Masahiko Uotani), has been developing cosmetics packages made from Kaneka Biodegradable Polymer PHBH™ (referred to below as PHBH™) since last year. With the concept of Shiseido's new lip palette "A Kiss to the sea" matching PHBH™'s function of sea biodegradability, PHBH™ has been adopted in the palette's case (both the main body and lid). This is the first time PHBH™ is used in the field of cosmetics.

The new product "AquaGel Lip Palette" will be sold under the SHISEIDO brand at the "SHISEIDO GLOBAL FLAGSHIP STORE" from November 1st, 2020.

PHBH™ is a 100% plant-based biodegradable polymer developed by Kaneka. With its superior biodegradability under a wide range of environments, it has attained the "OK Biodegradable MARINE"\* certificate that recognizes biodegradability in seawater and will contribute to reducing marine pollution. At the end of last year, a plant with an annual production of 5,000 tons (five times that of previous plants) was completed in Kaneka's Takasago Manufacturing Site (Hyogo Prefecture), and a wide range of uses are being considered with many global brand holders such as straws, cutlery, and material for food packaging. A decision to construct an even larger full-scale mass production plant is expected soon in order to respond to anticipated future increases.

Based on our mission of "Kaneka thinks Wellness First", Kaneka will continue to offer value to the world as a solutions provider.

\* Biodegrades at least 90% in seawater (30°C) within 6 months. The "OK Biodegradable MARINE" certificate was issued to PHBH™ in September 2017 by Vincotte, an international certifying body headquartered in Belgium. TÜV AUSTRIA Belgium NV took over the certification work from Vincotte in December 2017.



AquaGel Lip Palette \*Image picture  
(Courtesy of the SHISEIDO brand, Shiseido Company Ltd.)