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AOSDAC 2017

Taipei International Convention Center
October 19, 2017



- To help the sustainable growth of oleochemical, soap, detergent and related industries.

By collecting member feedback and coordinating to act on this feedback.

- To improve the lives of consumers

23 members

95% of the laundry detergent market



KANEYO SOAP CO.,LTD.

KAWAKEN



Kao

Enriching lives, in harmony with nature.

SUNSTAR

たいせつなこと。
Kracie



SHISEIDO



New Japan Chemical Co., Ltd.



NOF CORPORATION

BATHCLIN

P&G

Pelican

MIYOSHI OIL & FAT CO.,LTD.

life.love.
LION



3C

Clean

Comfortable

Convenient

3S

Safe

Saving

Sustainable

Consideration to Human and Ecofriendly for the Earth

➤ 1. About JSDA

▼ 2. Country Profile

- GDP
- Population/Birthrate

▼ 3. Cleaning Products Market

- Cleaning Products
- Laundry Detergents
- Fabric Softeners

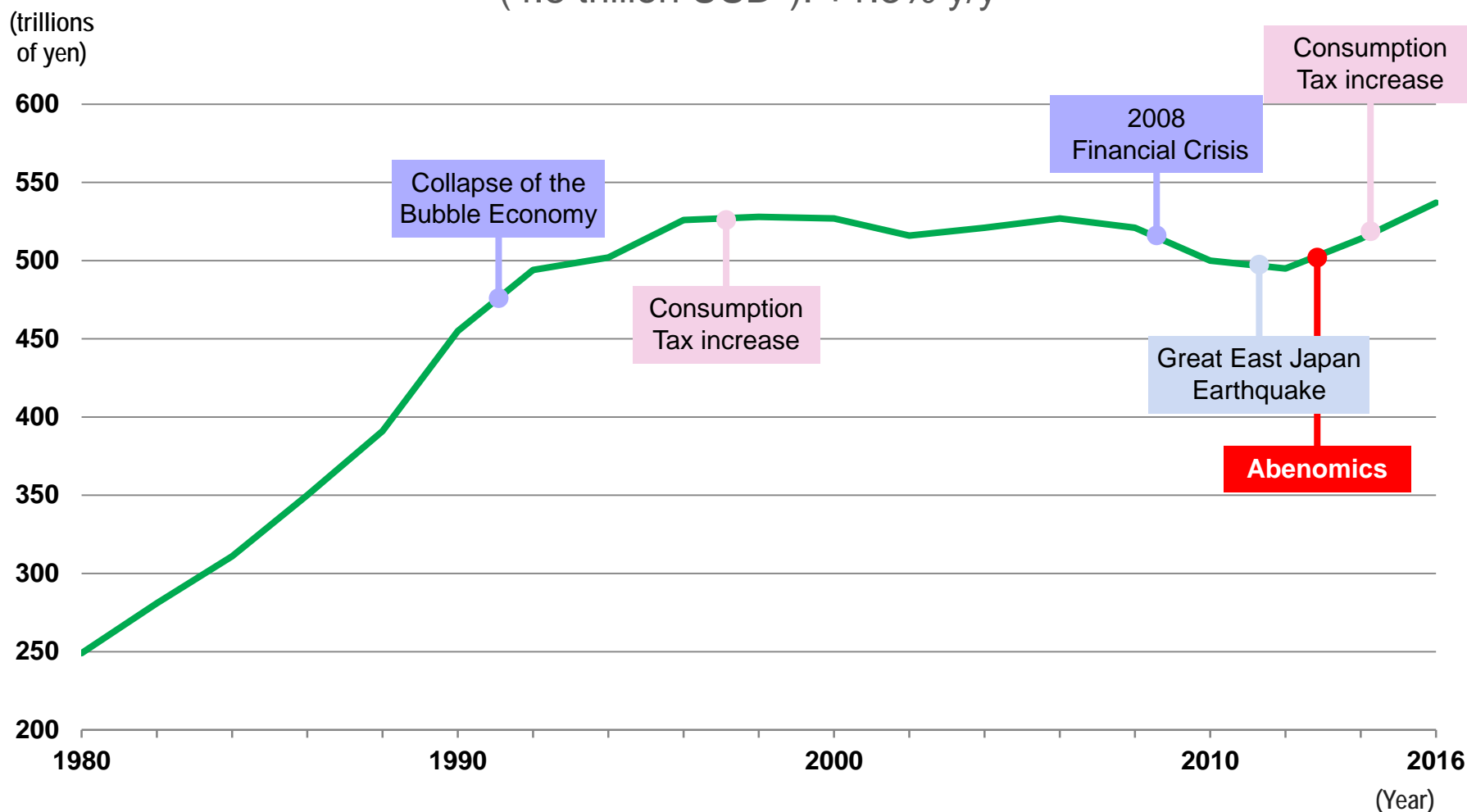
▼ 4. JSDA's Key Activities

- Safety
- Sustainability
- Consumer Communication and Education



GDP : 537 trillion JPY (2016)

(4.8 trillion USD*): +1.3% y/y



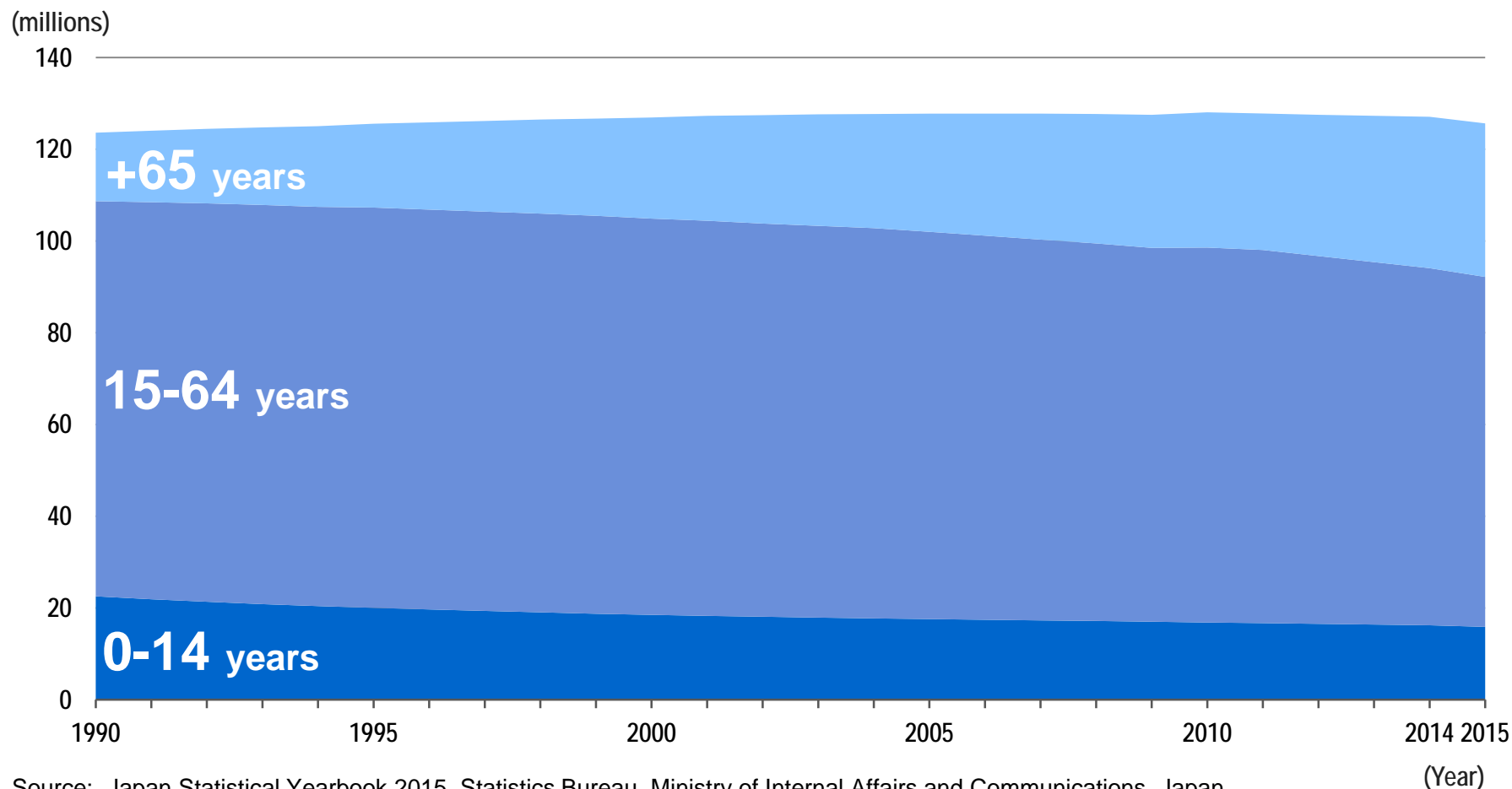
*USD = 111.11 JPY (April 2017 avg.)

Population: 126.9 million

(-0.10% y/y)

Birthrate: 1.44 (2016)

cf. 1.43 (2013), 1.26 (2005)

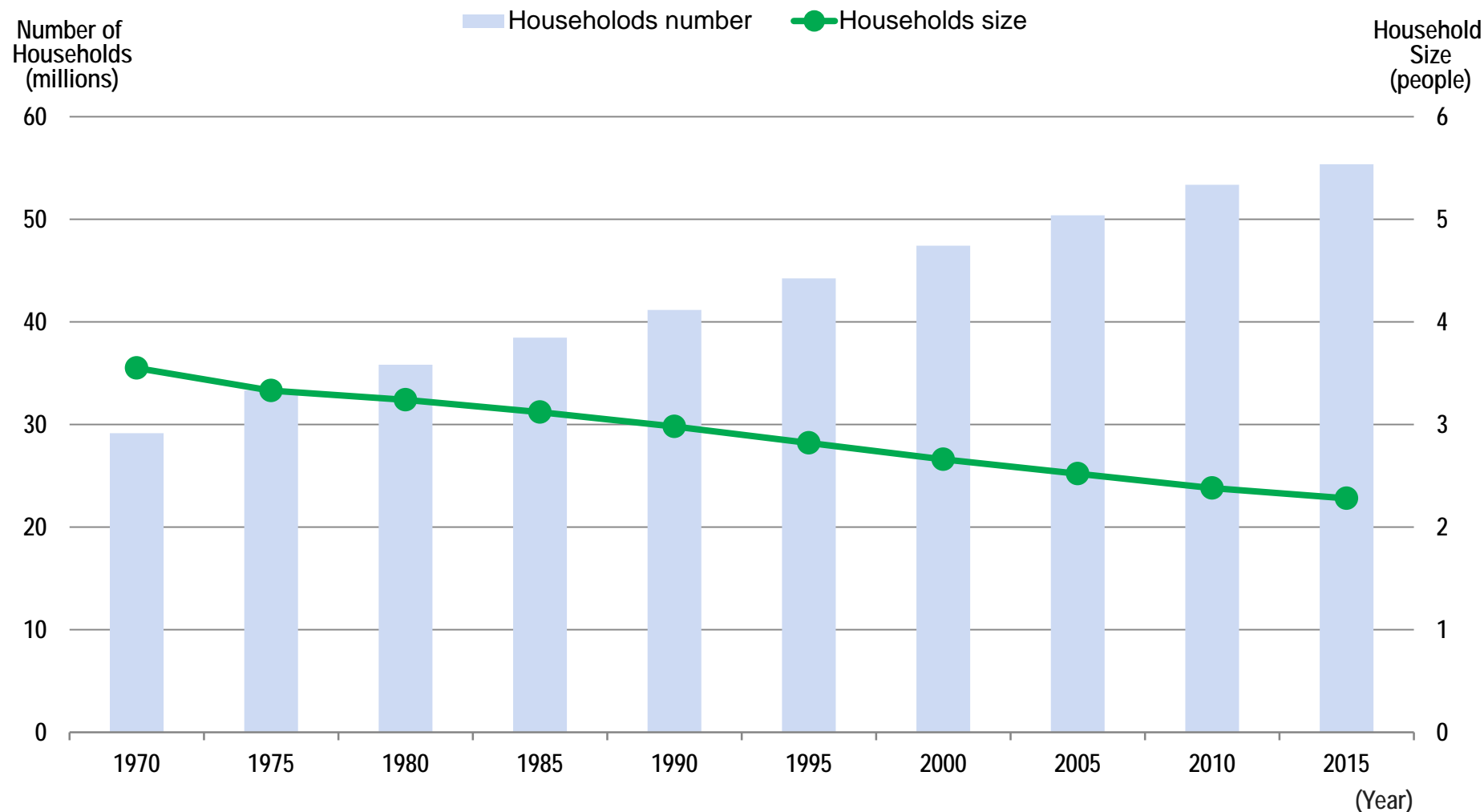


Source: Japan Statistical Yearbook 2015, Statistics Bureau, Ministry of Internal Affairs and Communications, Japan.
<http://www.stat.go.jp/english/data/index.htm>



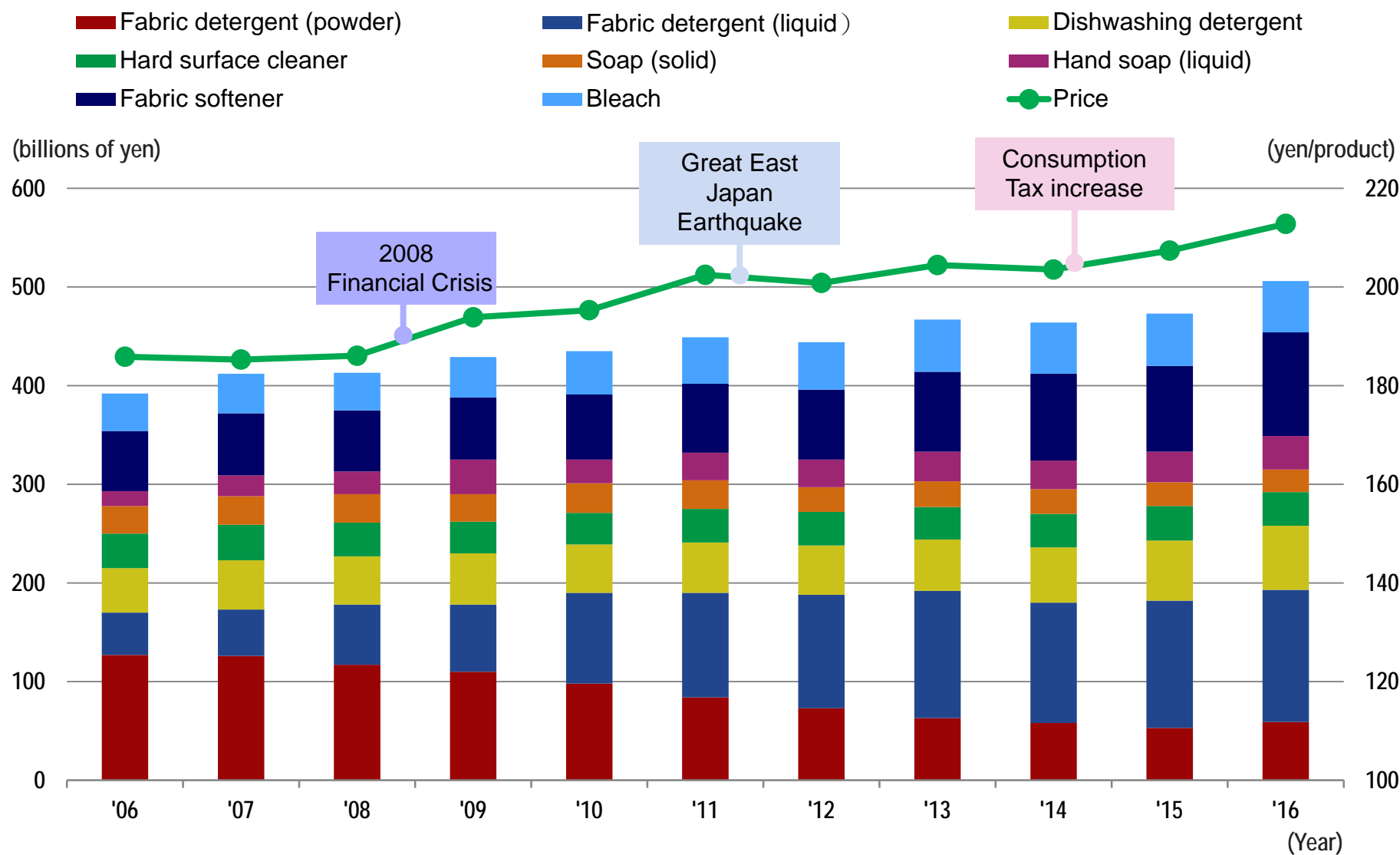
Number of Households

The population decreases, and the number of the small household increases.



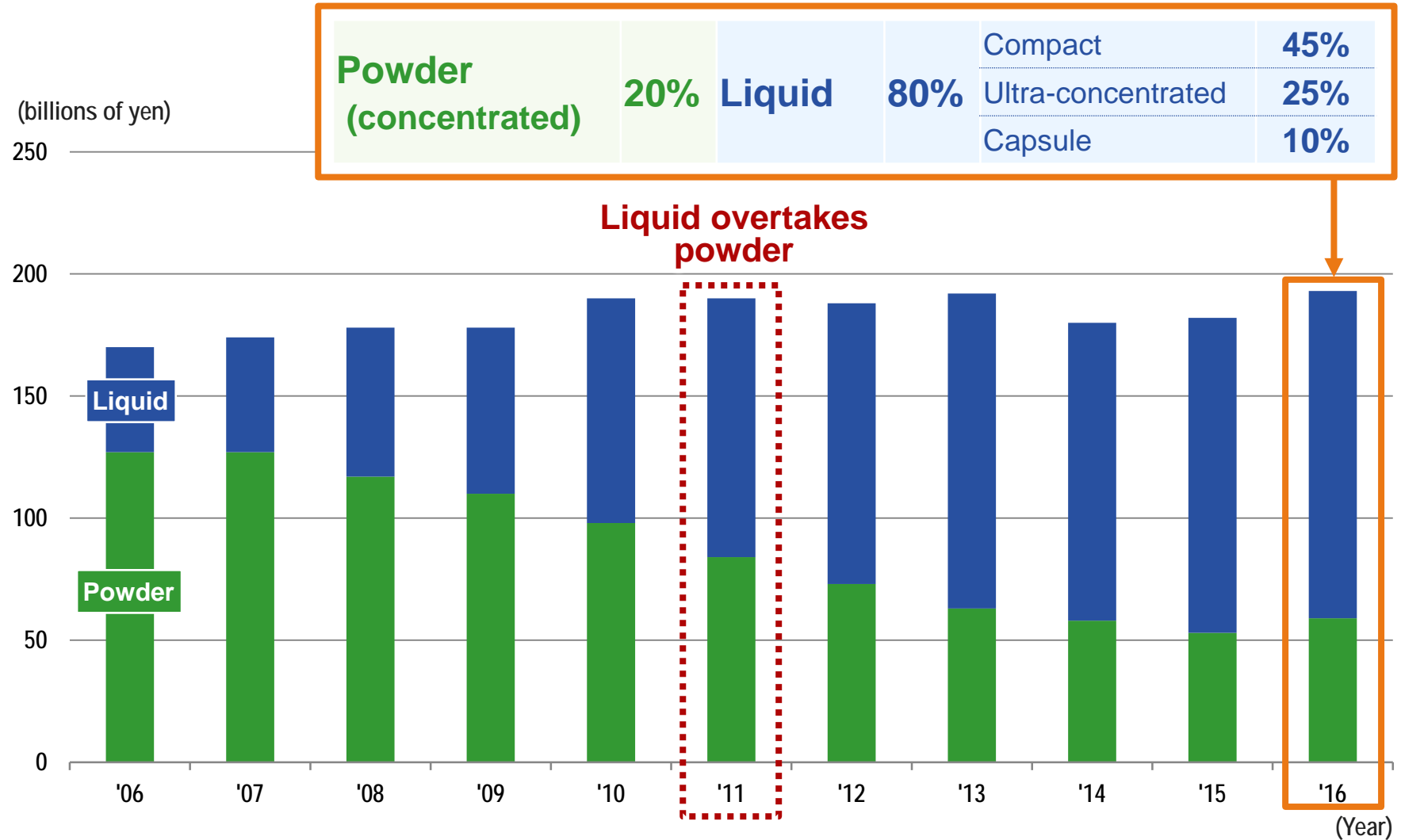
3. Cleaning Products Market

Sales of Products



Granules vs. liquids in Sales Amount

Yushi Journal Vol. 70, No. 3, 2017



Sustainability

Ultra-Concentrated
Increasing Market Share

Single-rinse
Penetrating single-rinse
washing habit



Hygiene

Bacteria control function for
hygiene and reducing
malodor



Drying
process



Washing
process

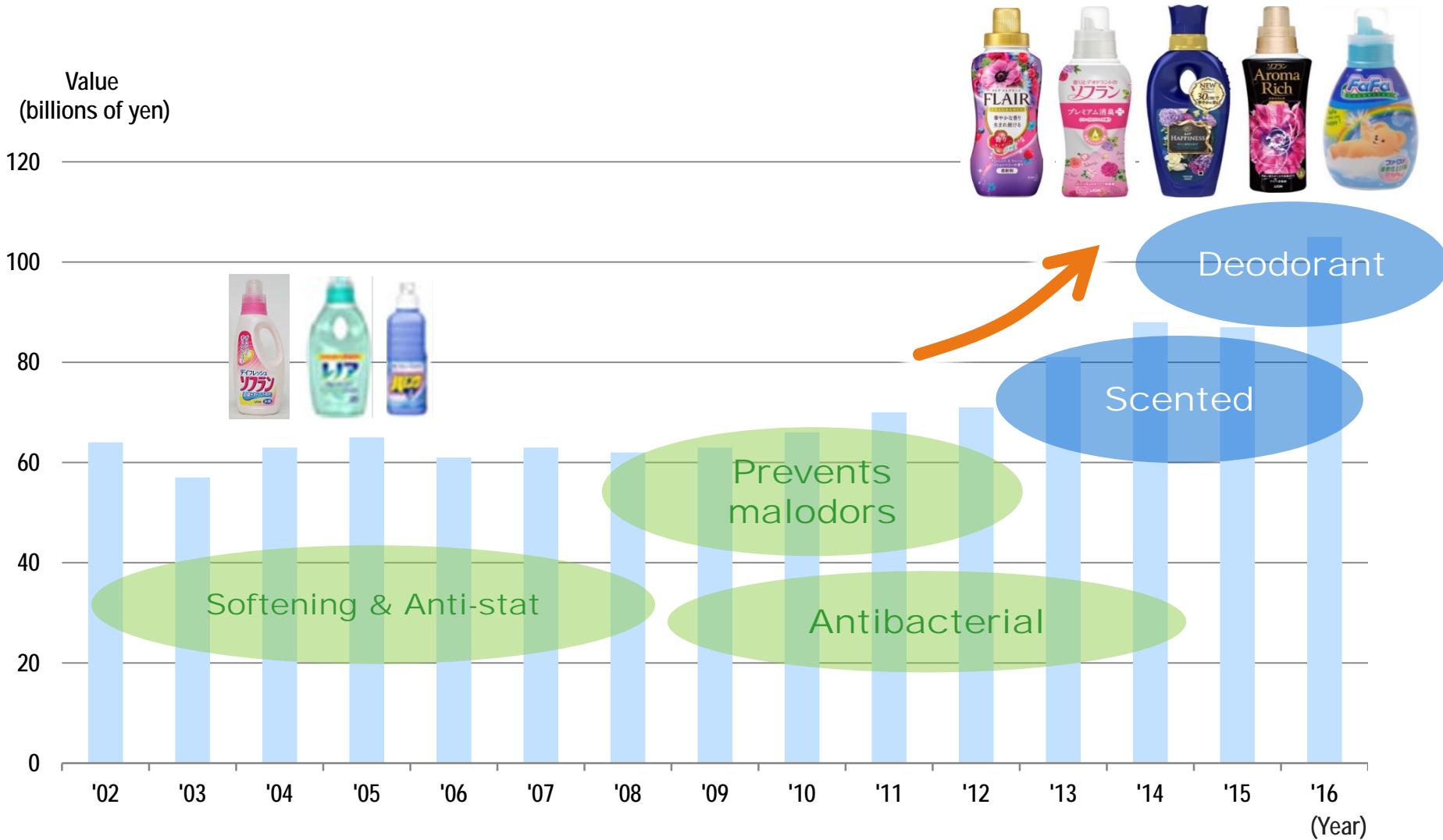


Bacterial reduction
in Washing machine

Easy to use

Launched in 2014





Scent

Long-lasting
(capsule-type fragrance)



Scent

Releases of fragrance
depend on life scene

Scent

Premium
fragrances



Deodorant



➤ 1. About JSDA

➤ 2. Country Profile

➤ 3. Cleaning Products Market

▼ 4. JSDA's Key Activities

- Safety Icons for Cleaning Products
- Voluntary Reduction in Plastic Use:
Third Voluntary Plan
- Consumer Communication
Hand Washing Education
- Revision of Japan Industrial Standards





Keep away
from children



Keep content
out of eyes



Do not ingest



Do not transfer to
another container



Do not mix with
another product

Safe use icons will start in Japanese market in 2018



Wash hands
after use



Wear protective
gloves



Wear protective
gloves and a mask



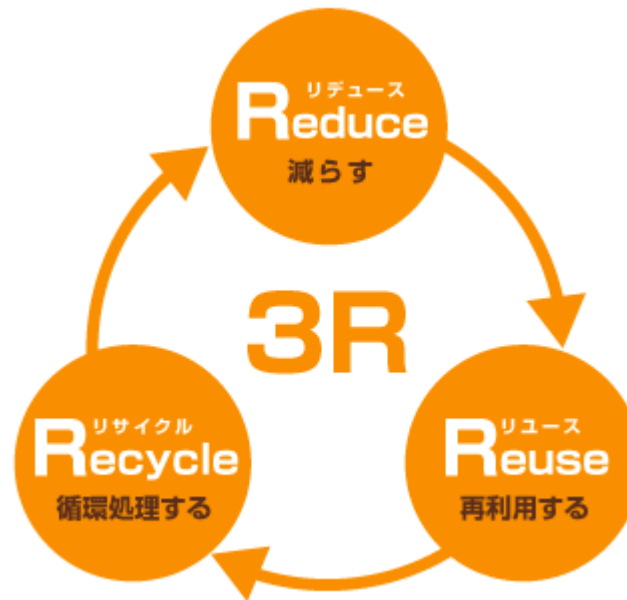
Use only in a
well-ventilated area



Wash eyes
with water

Voluntary Reduction in Plastic Use

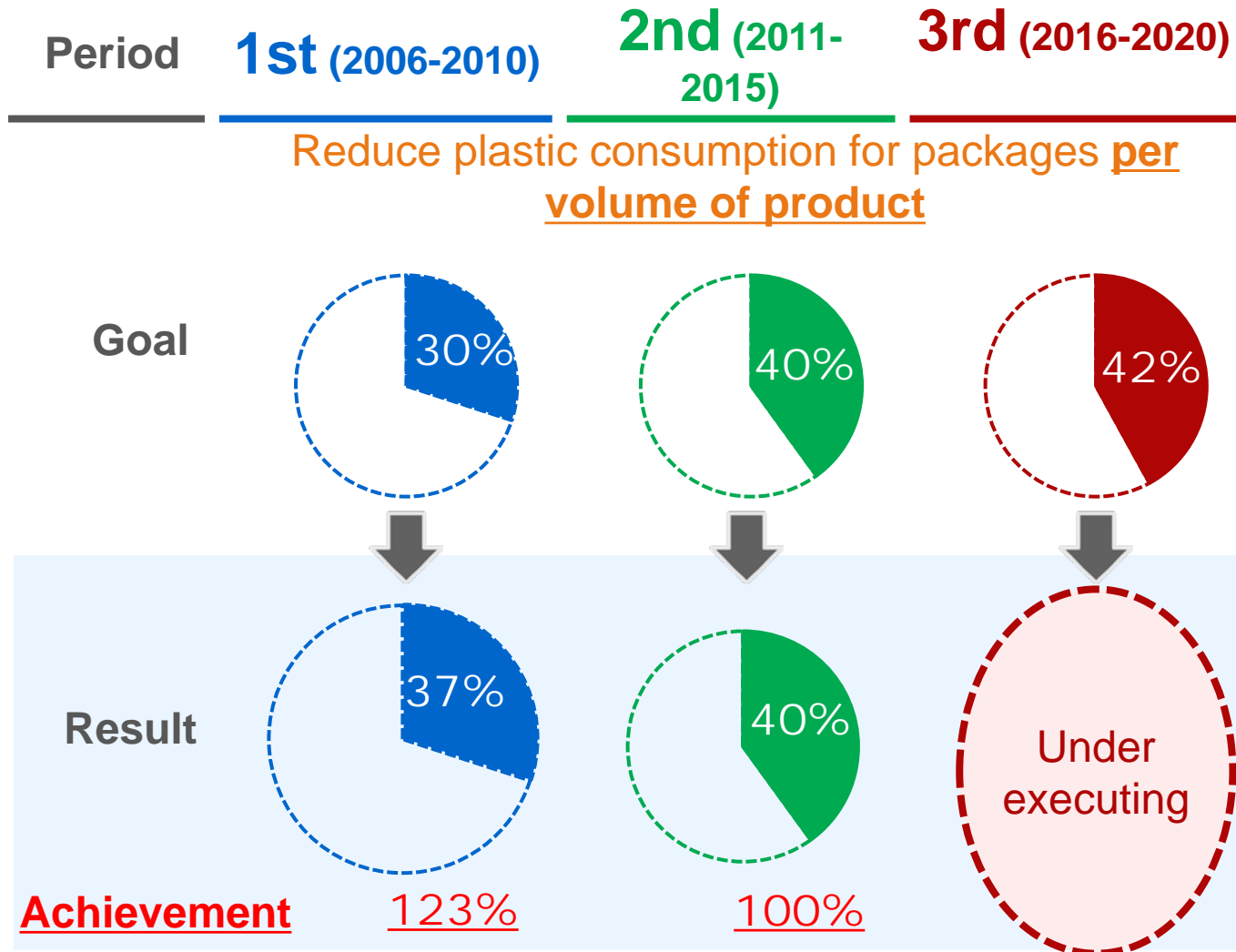
JSDA has working to reduce use of plastic packaging for products since the 1990s based on the will of the members.



JSDA members consider the reduction of plastic packaging and containers to be necessary for sustainable production.

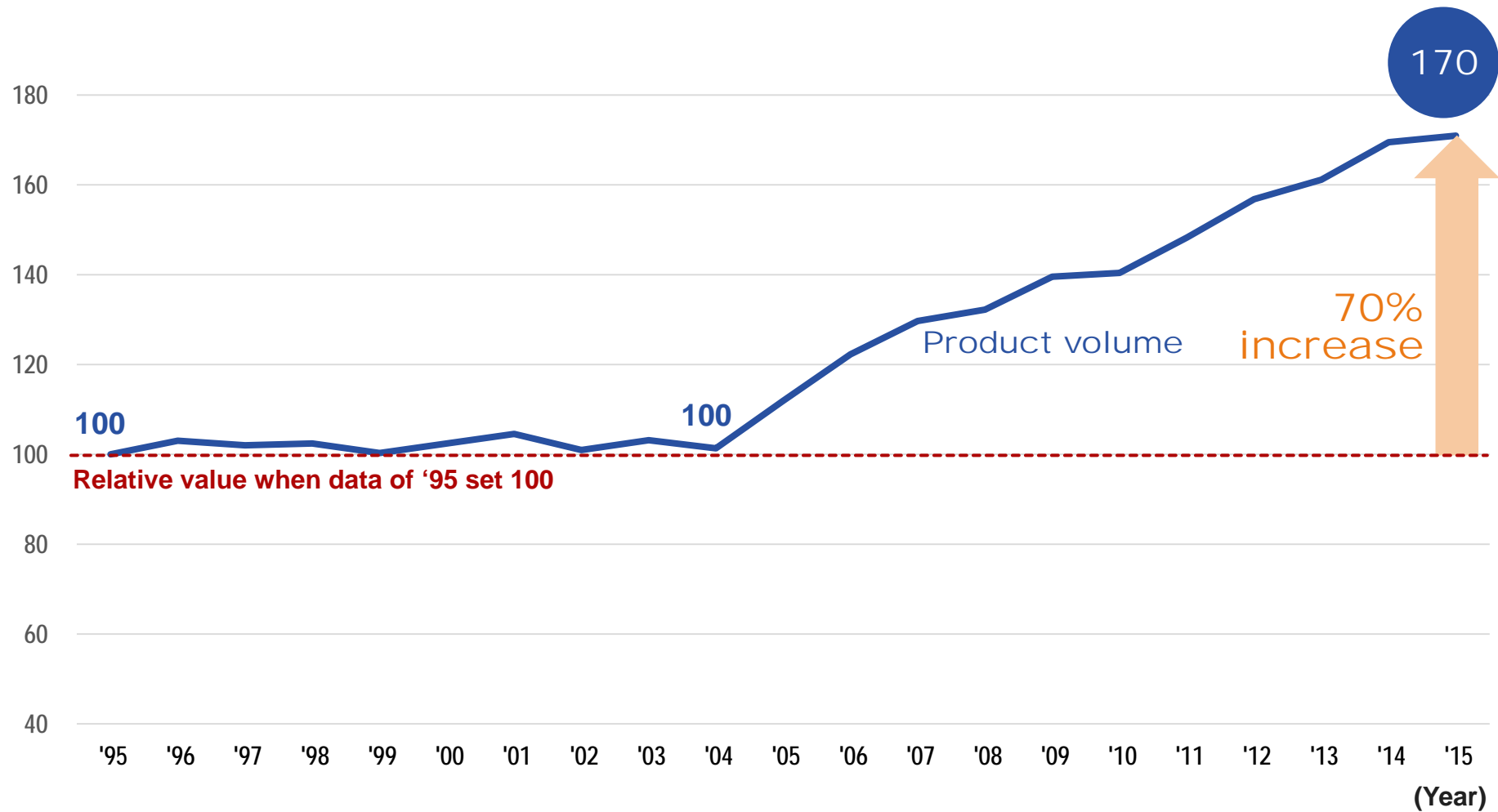
JSDA's Efforts to Reduce Plastic

Voluntary Action



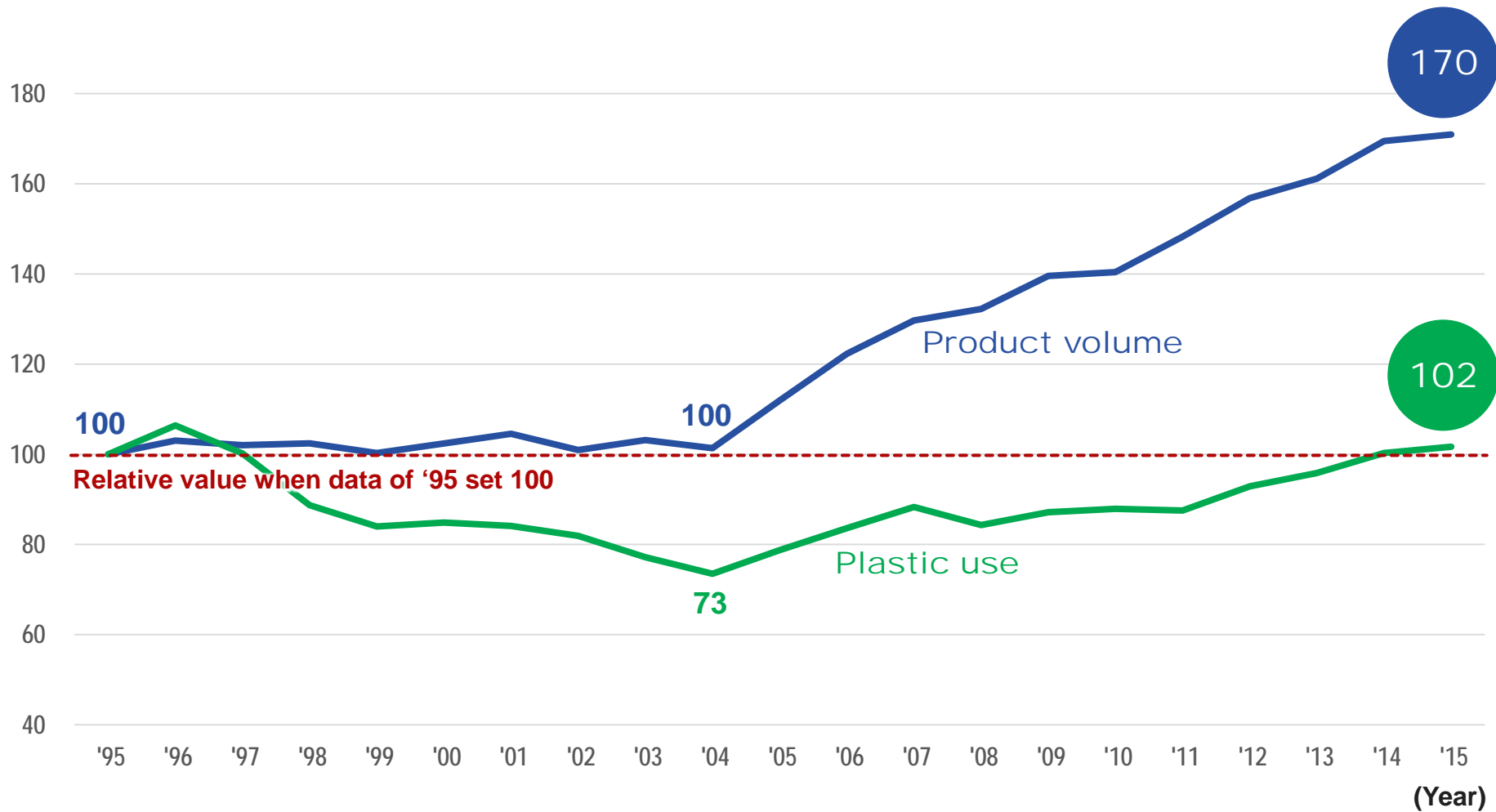
JSDA's Efforts to Reduce Plastic

Volume of Product which use plastic container



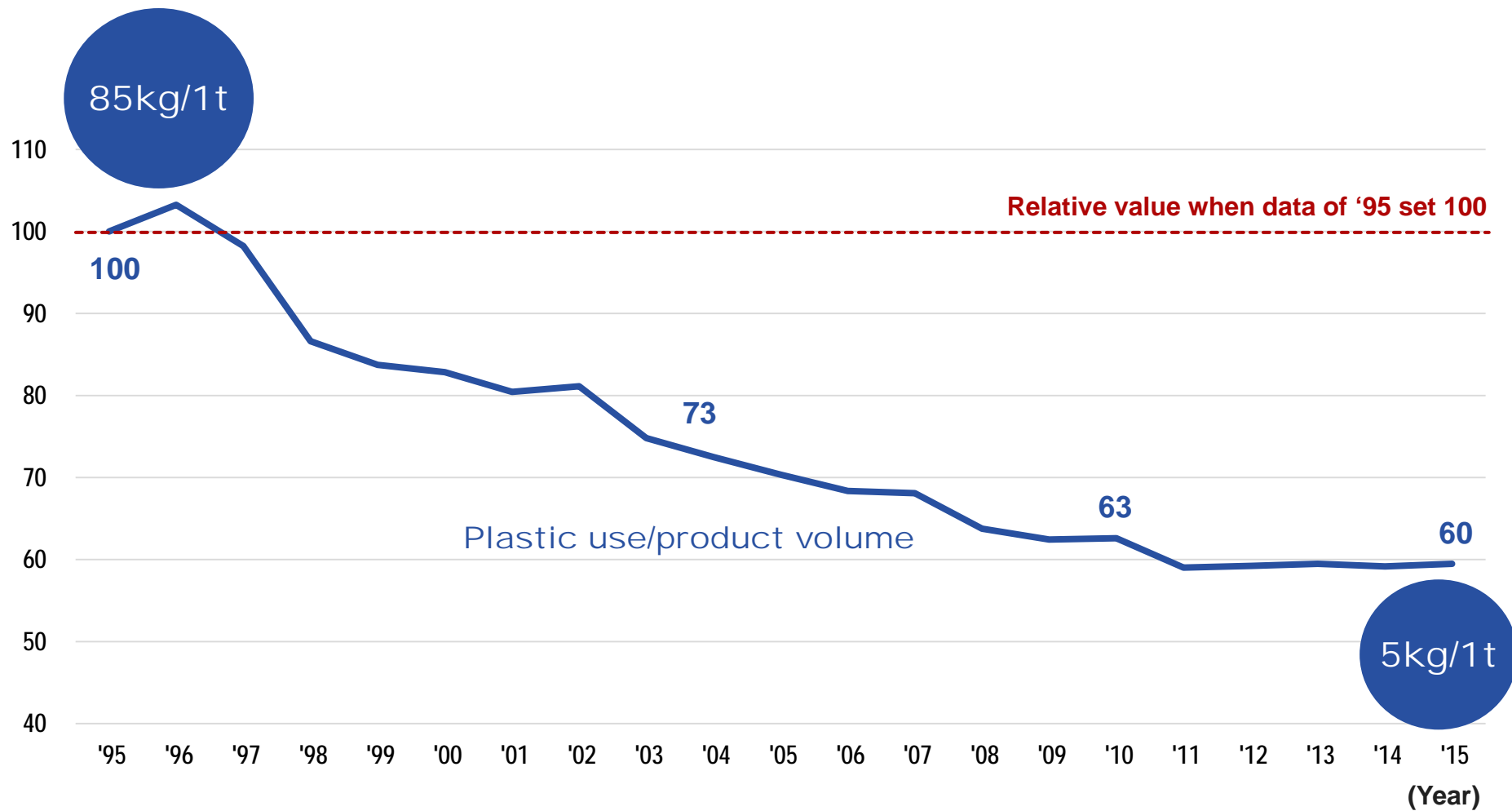
JSDA's Efforts to Reduce Plastic

Comparison between Product Volume and Plastic Use



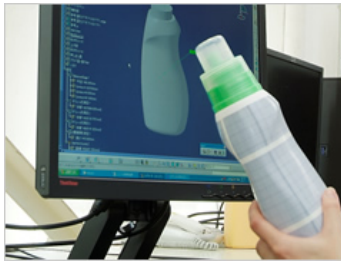
Voluntary Reduction in Plastic Use

Reduction in Plastic (use/volume)



Voluntary Reduction in Plastic Use

Environmentally-Friendly Packaging Guidelines

**A** Package Design**B** Material Selection**C** Package Manufacturing**Life cycle of package****D** Product Manufacturing**E** Transportation & Sale**F** Consumer Use**G** Disposal & Recycle

Voluntary Reduction in Plastic Use

Environmentally-Friendly Packaging Guidelines

A Package Design

Liquid laundry detergent
(concentrated)Volume
360 gPlastic use/volume
0.03plastic-g/gVolume
950 gPlastic use/volume
0.02plastic-g/g

Large Volume Refill

**19%**
Reduction
in plastic per
product

Voluntary Reduction in Plastic Use

Environmentally-Friendly Packaging Guidelines

F Consumer Use

Fabric softener



Ribbed shape
eliminates need for
handle



12%
reduction
in plastic per
product

Plastic Consumption Plastic Consumption

51g

45g

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➤ 3. Cleaning Products Market

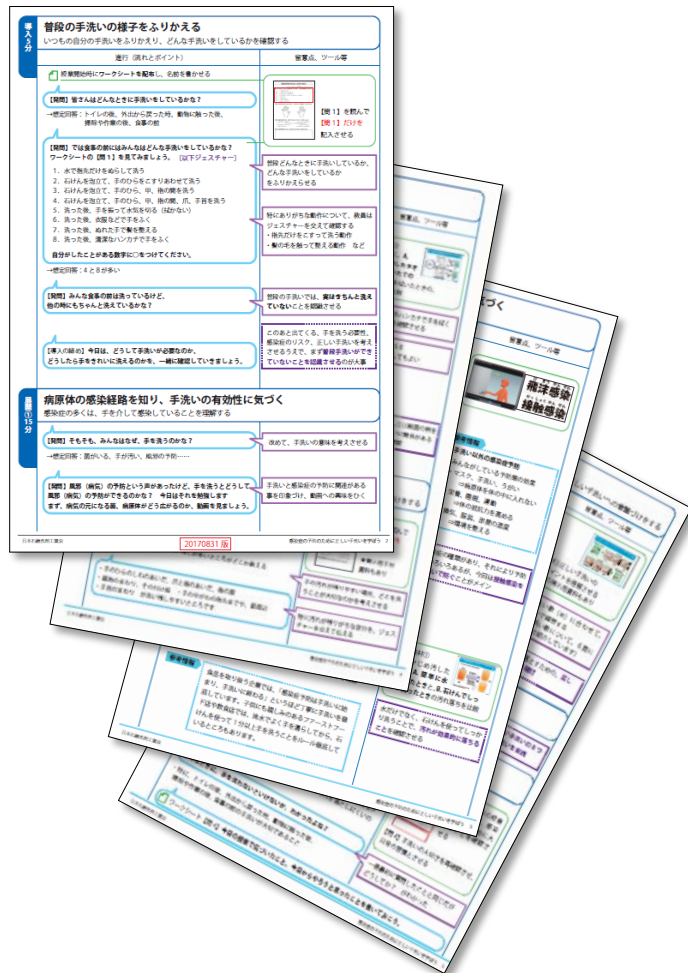
▼ 4. JSDA's Key Activities

- Safety Icons for Cleaning Products
- Voluntary Reduction in Plastic Use: Third Voluntary Plan
- **Consumer Communication**
 - Hand Washing Education**
 - Hand washing poster contest
 - Classroom education
 - Education material Package for Hand Washing in Elementary school
 - Laundry washing seminar to educate consumers**
- **Revision of Japan Industrial Standards**



Education Material Package for Hand Washing

Teacher's Guide



The Teacher's Guide is a multi-page document providing detailed instructions and discussion points for hand washing education. It includes sections on the correct way to wash hands, the importance of hand washing, and the role of soap. The guide is designed to be used by teachers to facilitate learning for students.

Movie of Infection Route



Instruction Sheet



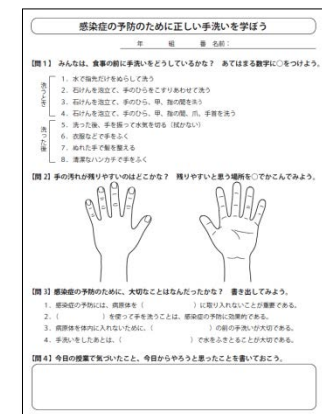
The Instruction Sheet provides a clear, step-by-step guide to the correct way to wash hands. It includes eight key points: 1. Wet hands with water. 2. Apply soap. 3. Rub hands together. 4. Rub palms. 5. Rub backs. 6. Rub fingers. 7. Rub thumbs. 8. Rinse and dry. The sheet is designed to be used as a reference for students.

Scientific Data Sheet



The Scientific Data Sheet is a worksheet for students to record their observations and results from a hand washing experiment. It includes a section for comparing the results of washing with water (A) and soap (B). The sheet is designed to be used by students to record their findings and draw conclusions.

Evaluation Sheet



The Evaluation Sheet is a worksheet for students to evaluate their understanding of hand washing. It includes a section for students to write down their answers to a series of questions. The sheet is designed to be used by students to evaluate their learning and provide feedback.

Hand-washing Training in Elementary School



Revised JIS

JIS K3371

Synthetic detergents
for home laundering

JIS K3370

Synthetic detergents
for kitchen

Points of Revisions

Products categories To meet market change
(pH range, Surfactant concentration, etc.)

Biodegradation test Adapted to the OECD-Test guide lines



Thank you for your attention



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Convenient**

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