

News Release

Barberà del Vallès, May 2024

Double Triumph at Detex 2024: Kao's Innovations Shine with Gold and Bronze Awards

Kao Chemicals Europe has achieved remarkable success at Detex 2024, securing prestigious awards in two categories. The innovative TETRANYL L15-85E laundry additive earned the Gold Award in the “Innovation Award” category, while the exquisite fragrance SL178113 GHIBLI TEARS - NAGAKUTE GARDEN garnered the Bronze Award in the “Fragrance Creativity Awards” for Liquid Detergent applications. These accolades highlight Kao's commitment to excellence and creativity in the industry.

TETRANYL L15-85E as a laundry additive

TETRANYL L 15-85E, the new KAO additive for Laundry Detergents which provides lubricity to fabrics, directly resulting in fibre protection against abrasion and pilling, with additional Fabric Care properties helping to protect colours and maintain the good appearance of clothes during all its life.

With TETRANYL L 15-85E we bring new value to our customers and to consumers, and contribute to extend the lifetime of clothes for the benefit of the environment.

TETRANYL L15-85E is a modified esterquat with high water solubility that exhibits compatibility with the main anionic and non-ionic surfactants systems in Liquid Laundry Detergent formulations. It has high fabric affinity and doesn't affect detergency efficacy or formula stability.

SL178113 GHIBLI TEARS - NAGAKUTE GARDEN

LAUNDRY DETERGENT

Inspiration of the creation: This fragrance is like stepping into a scene from a Ghibli animation film. Picture a serene Japanese garden, with lush greenery and bamboo groves creating a tranquil setting. A winding pathway leads to a calm lake, where delicate water lilies float peacefully amidst the gentle cascade of a waterfall. Beneath the surface, protective spirits slumber, lending an ancient aura

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of guardianship to the scene. In this tranquil oasis, the essence of family bonds and the beauty of nature intertwine, creating a sense of harmony and zen.

Description of the perfume: At the top, crisp notes of pear and melon blend with the freshness of morning dew, evoking a sense of purity. As the fragrance develops, a delicate bouquet of lotus, jasmine, and peony blooms, adding a subtle floral elegance that uplifts the senses. Finally, delicate musks, creamy sandalwood, and amber emerge.

Olfactive pyramid of the perfume:

FLORAL-AQUATIC-FRUITY

Top: Pear, Melon, Morning dew

Middle: Lotus, Jasmine, Peony

Base: Musks, Sandalwood, Ambers

Biography:

KEITA TOMISAKI

Japanese perfumer with 13 years of experience at Kao Japan. Specializing in crafting fragrances across different categories, his affinity lies particularly with beauty care fragrances. He has also delved into the science behind fragrances, studying MOC and the behaviour of scent volatilization. Recently, he has started working with clients from Europe, the Middle East, and the USA.

“In my world, curiosity is key. Whether it's exploring various scents or diving into new experiences. With a blend of passion, patience, and integrity, I craft fragrances that leave an impression. But it's not just about the art - it's about connection. Through open communication and empathy, I understand the needs of others, putting myself in their shoes to create scents that truly resonate.”