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## Corporate Philosophy

## Founding Philosophy

Eliminate the “Negatives”  
with a Sense of Justice

## Corporate Philosophy

## “Can Achieve More”

The FANCL Group is a corporation that truly cares for people. FANCL has strived to eliminate customers’ negative experience and pursue gentleness, safety, and assurance of its products. We always put ourselves in customers’ shoes and the happiness of our customers forms the basis of everything we do.

We want to eliminate negative elements like worry, inconvenience, and dissatisfaction from the world. This has been our unchanging desire since the founding of FANCL.

Back in the year 1980, skin problems caused by cosmetics were becoming a widespread issue. FANCL’s *Mutenka* Cosmetics were born out of the desire to deliver genuine cosmetics that could beautify people’s skin without using any damaging additives.

In the past, there was a deep-rooted perception in Japan that nutritional supplements were expensive. But FANCL has worked to change that perception, becoming the first in Japan to use the word “supplements,” establishing itself as a provider of high-value-added products including *Hatsuga genmai* (germinated brown rice) and *Kale Juice*.

FANCL’s business is rooted in the desire to eliminate consumers’ “negative” experiences.

Our business areas, consisting of cosmetics, nutritional supplements, *Hatsuga genmai*, and *Kale Juice*, are the very essence of FANCL’s ongoing efforts to identify the “negatives” in people’s everyday life.

Focusing on what will bring happiness to our customers, we deny the status quo and continue to challenge ourselves with the idea that “Can Achieve More.”

## Editorial Policy

**Organizations** FANCL CORPORATION and the FANCL Group  
**Businesses** Cosmetics, nutritional supplements, and other businesses  
**Applicable Period** FY Mar/2023 (from April 1, 2022 to March 31, 2023)

\* Certain information included in this report covers the period before March 31, 2022 and after April 1, 2023.

The FANCL Report was compiled based on the International Integrated Reporting Framework advocated by the IFRS Foundation, the Guidance for Collaborative Value Creation 2.0 issued by Japan’s Ministry of Economy, Trade and Industry, and other related guidelines.



## Sources for detailed information



Sustainability Information  
[fancl.jp/en/sustainable/](https://fancl.jp/en/sustainable/)



IR Information  
[fancl.jp/en/ir/](https://fancl.jp/en/ir/)