

**MatsukiyoCocokara & Co. Establishes New “Eco-Friendly Product Guidelines”  
Launch of Proprietary “FACE to EARTH” Environmental Logo Mark  
Successive Application to Eco-Friendly Private Brand Items to Commence**

MatsukiyoCocokara & Co. (HQ: Bunkyo-ku, Tokyo; President and Representative Director: Kiyoo Matsumoto), which operates over 3,600 drugstores and dispensing pharmacies across all 47 prefectures in Japan and 98 stores across six regions in Asia (as of the end of December 2025) under its Group philosophy of "Creating the future 'normal' and innovating lifestyles," hereby announces the following.

We have formulated a new guideline for environmentally friendly products. The guideline aims to promote environmentally conscious packaging materials for our products and to enhance the ratio of environmentally friendly private-brand (PB) products. To clearly communicate to our customers that our products meet this guideline's standards, we will begin applying our Group's proprietary eco-friendly logo, the “FACE to EARTH Mark,” to our PB products. By making eco-friendly practices more accessible and user-friendly, we aim to work alongside our customers to create a sustainable society.


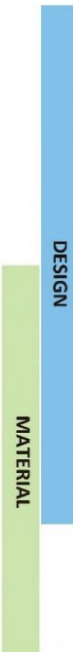


\*Each image of the marks is for illustration purposes only.

Our “FACE to EARTH Mark” is applied to  
and promoted on our PB products.

**【FACE to EARTH Mark Certification Criteria】**

Based on one of our key materialities, "consideration of the health of the Earth," and our commitment to reducing the environmental impact of our PB products throughout the entire supply chain—from manufacturing to customer delivery—we have established the “FACE to EARTH Mark Certification Criteria,” which is part of our efforts regarding product packaging materials. On top of the traditional 3Rs of environmental sustainability—‘Reduce,’ ‘Reuse,’ and ‘Recycle’—we will continue to pursue five initiatives designed to protect the health of the planet, incorporating ‘Renewable’ and ‘Protection.’

		Category	Criteria
 <p>High</p> <p>▼ Environmental Considerations for Packaging (ISO/JIS) Reference</p> <p>Priority</p> <p>LOW</p>	 <p>DESIGN</p> <p>MATERIAL</p>	Reduce	Simplification, Reduction, Miniaturization and Concentration
		Reuse	Products that offer refills and replacement parts apart from the main unit and are designed for repeated use over a certain period of time.
		Recycle	Using Recycled materials and Recycled paper Utilization of Waste Easy Decomposition and Sorting Using Single materials
		Renewable	Plant-derived Ingredients
		Protection	Visualizing environmental impact, such as displaying eco-labels Switching to materials other than plastic

**【About the FACE to EARTH Mark】**

**FACE to EARTH**
**■Concept**

Based on the Group vision “Making health and beauty more delightful and accessible,” this initiative reflects our zeal to realize “Making health and beauty of ‘the global environment’ more delightful and accessible” through our PB products.

**■Inspiration Behind the Design**

The design features the shape of the letter "e" in "EARTH," which represents the smiles of the Earth, our manufacturing partners, and our customers. It symbolizes our commitment to building a better life and a brighter future by taking environmental issues seriously and working together with you all through our products.

#### ■FACE to EARTH Mark Certified Package

We have launched the “FACE to EARTH Mark” for our PB products and will gradually expand the range of eligible products. Furthermore, as we expand the use of the “FACE to EARTH Mark,” we will use third-party organizations, including tools to calculate environmental indicators for packaging materials, to ensure the mark is operated in an evidence-based manner.

Going forward, we will continue to collaborate with manufacturers to develop and offer eco-friendly PB products to increase the ratio of them among our product lineup, thereby contributing to addressing our Group's materiality: “Consideration of the health of the Earth.”

#### ●Our Group's SDGs initiatives



#### ●Special page for Environmentally friendly PB products (Japanese)

<https://www.matsukiyococokara-online.com/matsukiyo/about/eco-friendly-product>

#### ●Our Group's Integrated Report 2025

[https://www.matsukiyococokara.com/en/sustainability/integrated\\_report/](https://www.matsukiyococokara.com/en/sustainability/integrated_report/)

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 This document is a translation of the original Japanese document for reference purposes only. In the event of any discrepancy between this document and the Japanese original, the original shall prevail.



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# MatsukiyoCocokara & Co.

Listed on the Prime Market of the Tokyo Stock Exchange, the company operates over 3,600 drugstores and dispensing pharmacies across all 47 prefectures of Japan and throughout Asia. Comprising the Matsumotokiyoshi Group, Cocokarafine Group, and And Company Co., Ltd., we strive to become Asia's No.1 health and beauty company. Toward this goal, we are promoting a "Group Federation" concept, bringing together like-minded partners who share our vision and ambitions.

Corporate Website: <https://www.matsukiyococokara.com/en/>

MatsukiyoCocokara & Co.

Corporate Communications Office

mail : mkccpr@matsukiyococokara.com

