

**SHISEIDO WINS 26TH AWARD
AT THE 30TH IFSCC CONGRESS IN MUNICH**

- Shiseido sets record again this year for world's most IFSCC awards and consecutive Top Award!-

Paris, September 25th, 2018–

Shiseido Company, Limited (“Shiseido”) won the top Award in the Podium Presentation Basic Research category at the 30th IFSCC*1 Congress 2018 held from September 18 to 21, 2018 in Munich, Germany. The IFSCC is recognized as the world’s most authoritative meeting, where researchers share their latest findings in the field of cosmetic science.

Among a total of 533 distinguished papers (85 Podium Presentation papers and 448 Poster Presentation papers), Senior Scientist Tomonobu Ezure, Ph.D., of Shiseido was chosen to receive the award for his research presentation, “New skin care paradigm targeting skin anti-aging system”. Dr. Ezure has won three consecutive Congress awards, becoming the world-first IFSCC presenter to win three awards in a row.

Shiseido continues to pursue innovative value creation with the competitive advantage of its R&D capability, which is highly acclaimed around the world. In step with the inauguration of its new research center “Global Innovation Center”, Shiseido is accelerating the creation of new value through further innovations by communicating with people and integrating expertise and knowledge.

*1IFSCC (The International Federation of Societies of Cosmetic Chemists): An international organization dedicated to the development of highly functional and safe cosmetic technology through the world-wide cooperation of cosmetic societies.



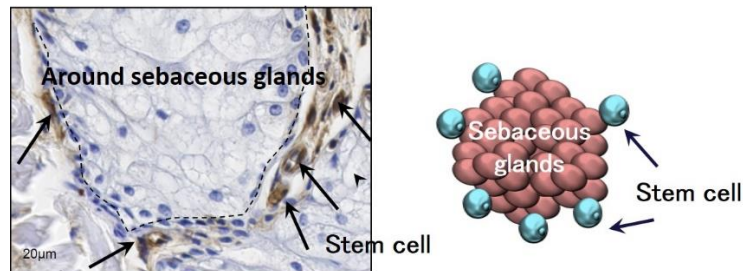
Award winner, Dr. Ezure at IFSCC Congress

Podium Presentation : Basic Research Award

Theme: New skin care paradigm targeting skin anti-aging system

Presenter: Tomonobu Ezure, Senior Scientist, Ph.D., Shiseido Advanced Research Center

Summary: Shiseido conducted joint research with the National Institute for Physiological Science and International University of Health and Welfare and discovered that aging is associated with a decrease of stem cells in the dermal layer, but the stem cells are well maintained around sebaceous glands even in aged skin (pic.1). Dermal stem cells provide new cells in the dermal layer as they grow, and it is expected that they can be a critical solution for skin rejuvenation. Shiseido aims to apply this finding to the development of new skin care products



Picture 1. Stem cells are maintained around sebaceous glands in aged skin.

Achieved the Largest Number of IFSCC Awards (Congress/Conference):

The IFSCC is held to present the world's cutting-edge technologies related to cosmetics and skin which are strictly evaluated by such criteria as novelty, independence, scientific evidence, and others. IFSCC Congress is held once every two years and an IFSCC Conference is held between Congresses.

This year, Shiseido won its seventh consecutive IFSCC award between the 24th and 30th IFSCC Congresses, and has won 26 awards (including 22 top awards) in total – the largest number among cosmetics manufacturers globally*2. This is Dr. Ezure's third consecutive Congress award after the 28th IFSCC Congress in Paris, France and the 29th IFSCC Congress in Orlando, USA. Previously awarded technologies by Shiseido include "Smudge-proof lipstick," "Water-resistant sunscreen removable by soap," and many others that led to the development of cosmetic products now in use by consumers around the globe.

*2Shiseido Corporate Website: Introducing IFSCC Research Awards: <https://www.shiseidogroup.com/rd/ifsc/>

SHISEIDO CO., LTD IN BRIEF.

Founded in Japan in 1872, SHISEIDO was the country's first Western-style pharmacy. The company progressively evolved into a cosmetics brand that offers its customers products made from scientifically revolutionary formulas that meet the finest aesthetic criteria in Asia and the Western world. Known today as the leading cosmetics company founded in Japan, SHISEIDO embodies absolute excellence in the fields of skincare, makeup and fragrances. SHISEIDO is particularly renowned for its high-performance targeted care, including a range of brightening skincare products. The brand also sells men's lines for the face and body, as well as sun protection products. Designing ever more innovative and forward-thinking products for the past 140 years, the brands of SHISEIDO Group are currently available in over 120 countries and regions worldwide.

For more information, please visit <http://www.shiseidogroup.com>

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