

## Launch of “Beauty & Co.” Website in Collaboration with Beauty and Health Related Companies and Professionals



From April 2012, Shiseido Co., Ltd. (Ginza, Chuo-ku, Tokyo) will launch the Beauty & Co. website in collaboration with beauty and health related companies and professionals.

### Regarding Website Name

This website was tentatively called Beauty Platform following an announcement in April 2011; however, the official name “Beauty & Co.” was decided at this time. This name is imbued with the idea of creating an appealing website by enabling the three parties of “customers,” who wish to lead a beautiful and enriched life, “companies,” who support these customers, and “professionals,” including beauty journalists and editors who disseminate technical information from an objective stance, to come together via the website as associates.

### Background to Establishing the Website

The Internet population exceeds 94 million people in Japan (Ministry of Internal Affairs and Communications 2010 statistics). Due to personal blogs, social networking services (SNS) and other online services becoming widespread in recent years, the Internet has become common as a means to easily disseminate information not only from the mass media and companies but also consumers, and a vast amount of information is available online. As a result, people are faced with a situation in which comparison and consideration must be made using an enormous amount of information when purchasing products via the Internet. In this respect, it is increasingly becoming important to search for “information that is truly necessary” and “information that can be trusted.” Based on this, Shiseido will address customer needs by launching a highly reliable, comprehensive website related to beauty and health.

### Website Features

**(1) Provision of high quality information:** High-quality information will be provided by gathering highly trusted companies of various industry sectors. Based on the theme of beauty and health, six categories (beauty, healthcare, medical, fashion, relaxation and intelligence) will be introduced to realize inner and outer beauty, thereby providing multifaceted information that could not previously be covered by individual corporate websites. Additionally, the development of various appealing projects including exclusive merchandise in collaboration with participating companies and tie-up projects are also planned via the Beauty & Co. website as well as other channels.

**(2) Consolidation and exchange of information function:** In addition to companies, information will be

disseminated from beauty journalists and editors and others, who are professionals in the beauty and health field, while also deploying content that gathers word-of-mouth information from customers. In doing so, information that previously could not be consolidated for individual corporate websites or word-of-mouth websites by category can be obtained all at once.

**(3) Highly original point system:** The Beauty & Co. website will also have its own membership and point system. In order to increase the repeat usage rate of the website, points will be allotted according to the monetary amount of purchases made from participating companies via the online shopping site available through this website. In terms of using the points, various services will be offered that are exclusively available on this website focused on experience-based, exclusive projects for seeking both inner and outer beauty.

### Future Development

Shiseido will build a new meeting place for companies and customers by enabling respective member companies to obtain other companies' information. Shiseido expects to have more than 50 participating companies by the end of fiscal 2012 with the aim of developing new communication by uniting customers, member companies and professionals.

For further information, please contact Mr. Shota Araki, Shiseido Public Relations Department.

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### [Reference]

### Participating Companies

Many companies, including the following companies, have decided to participate at this point in time.

\*In alphabetical order of brand name

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|  | <p><b>ABC Cooking Studio Co., Ltd.:</b> Cooking studio where you can learn and enjoy cooking, baking cakes or bread. ABC Cooking Studio is neither a high-class salon nor a strict training school. We propose a casual place where you gather with friends and have dinner just to have fun.</p>  |
|  | <p><b>SAZABY LEAGUE, Ltd.:</b> Developing the brand “Afternoon Tea” that is continuously gaining support from many people by disseminating ideas and many surprises for enjoying daily living in terms of “lifestyle” culture. Opened the first store in Shibuya in 1981 that combines household sundries and a tearoom. This year marks the brand’s 30th anniversary.</p> |
|  | <p><b>Hoshino Resorts Co, Ltd.:</b> Founded in 1904, currently operates 28 resorts throughout Japan, including the high-end luxury brand HOSHINOYA to experience authentic Japan with modern comfort, the top-quality hot spring Ryokan brand KAI and the Resonare brand of Luxury Activity resorts.</p>   |

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|    | <p><b>JTB Corp.:</b> JTB’s mission is to bring satisfying and joyful experiences to customers through the creation of opportunities providing multicultural exchange and understanding with people, nature and history in the global environment to enhance their lifestyle quality.</p>  |
| <p>講談社</p>  | <p><b>Kodansha Ltd.:</b> December 2012 will mark 103 years in the publishing business for Kodansha. The company has always tried to provide the public with works that are enjoyable and useful. Today our basic aims remain unchanged: everything we publish should be of practical use and enrich people’s lives. Our goal is to contribute to the prosperity of society and understanding between nations. In order to provide attractive content to the maximum number of readers, we will continue to seize emerging opportunities in fields such as international publishing and e-books.</p> |
|    | <p><b>Le Creuset Japon K.K.:</b> Initially established in 1925 in France, the company has been engaged in the manufacturing of high quality, beautiful products centered on cast iron cookware as a kitchenware brand that enables total coordination from kitchen to table. Currently engaged in business in 60 countries worldwide.</p>   |
| <p>OZmall</p>   | <p><b>Starts Publishing Corporation:</b> Established in 1983 as the Media Department of the Starts Group that is recognized as a comprehensive lifestyle company. In addition to <i>OZmagazine</i> (magazine) and <i>OZmall</i> (website) for women, the company also publishes <i>Metro min.</i> and <i>Aelde</i>, as well as books including novels for mobile phone. Also runs the mobile phone novel sites <i>Noichigo</i> and <i>Berry’s Cafe</i>.</p>   |
| <p>Panasonic Beauty</p>   | <p><b>Panasonic Corporation:</b> The company has over 50 beauty care product items such as ionic hair dryers and steamers under the “Nanocare” brand in the “Panasonic Beauty” series. These products are available in about 60 countries worldwide.</p>  |
|  | <p><b>Sanei-International Co., Ltd.:</b> Apparel company developing brands including NATURAL BEAUTY BASIC and Cath Kidston. The company is currently operating a directly managed e-commerce site, SELECSOINIC, since 2005. Established a joint venture, TSI HOLDINGS CO., LTD., with Tokyo Style Co., Ltd. in June 2011.</p>   |
|  | <p><b>Shiseido Co. Ltd.:</b> Originating from Japan’s first Western-style pharmacy founded in the Ginza district in Tokyo in 1872 when herbal medicine was mainstream. Entered cosmetics business since the launch of <i>Eudermine</i> high-grade cosmetic product in 1897. Currently engaged in business globally in 87 countries and regions worldwide.</p>   |

•The following companies from Shiseido group are also joining in Beauty & Co.

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|  | <p><b>AYURA Laboratories Inc.:</b> Develops holistic brand featuring items for the “skin, body and mind” centered on cosmetics targeting working women with a primary emphasis on women in their early 30s who are living in a stressful society. Sales commenced from 1995 and are currently being developed at approximately 80 department stores in Japan and through direct orders.</p> |
|  | <p><b>Ettusais Co., Ltd.:</b> Since its establishment in 1991, the company has been engaged in sales of “cute but amazing cosmetics” that you can’t resist telling someone about just like the company name “et tu sais?” meaning “You know what?” in French. Currently engaged in business in five countries in Asia.</p>  |
|  | <p><b>KINARI Inc.:</b> Established in 2001, the company name originates from the Japanese term <i>kinari</i> and is imbued with the concept of valuing and fully incorporating the power of nature handed down in Japan into modern lifestyles. Developing natural Soka Mocka cosmetics exclusively via online shopping.</p>  |