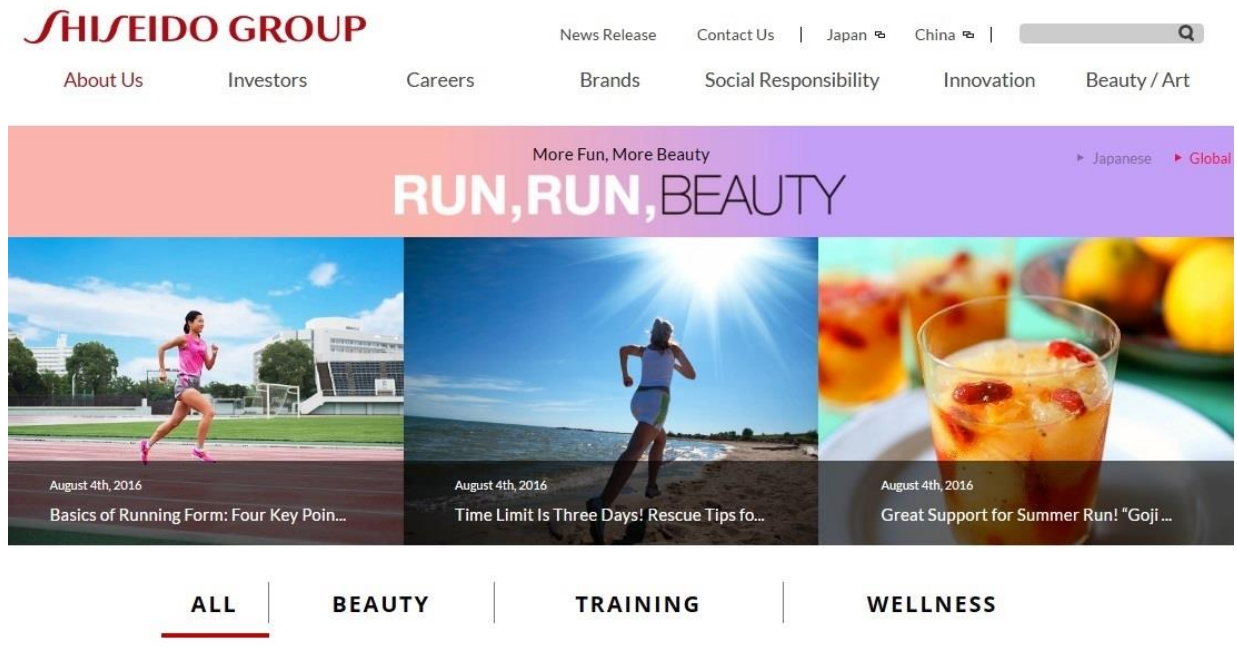


Shiseido launched a new website “RUN, RUN, BEAUTY” to support fun-loving, beauty-conscious runners!

Shiseido launched the new information site for runners, “RUN, RUN, BEAUTY”, on August 5, 2016.

(URL <http://running.shiseidogroup.com/>)



Apparently, more than 100 million people enjoy running in every corner of the world. However, since no special gear or facilities are required to start running, we have found out that most people do without professional coaches or schools and tend to run in a self-taught manner with the information from the internet (source: Shiseido survey, 2016). Targeting such runners, this site will provide various kinds of information on beauty, health and training fashion, etc.

Every week, we will provide updates on:

- Information on skincare against UV and sunburn while running
- Easy and quick recipes that work on the skin and muscles after running
- Basic running form and tips against setback
- Cool hair styles for running

... and more!

Shiseido established Shiseido Running Club in 1979 and since then the company has been providing various support for running, including the sponsorship for Tokyo International Women's Marathon, the world first women's marathon officially approved by the International Association of Athletics Federations. Through such activities, we have promoted researches on running form and training methods as well as developments of products such as sunscreen and whitening, resulting in technology and knowledge to prevent the skin from sun damage while playing outside sports.

Through offering these kinds of expertise to many runners, we will lead them to a new fun-loving, beauty-conscious running life.

In addition, we renewed Shiseido's Sports Support & Sponsorship page on our website in July. (URL <http://sports.shiseidogroup.com/>)

Click for information regarding the volleyball team and women's golf in Japan, Canadian synchronized swimming team and five Italian athletes from five different sports, whom Shiseido supports and sponsors, and enjoy the corporate advertisement articles of cross-talk between Japanese actress Ms. Fumi Nikaido and Japanese athletes.



Shiseido keeps supporting people around the world in living active, beautiful lives through supporting sports activities.