

Shiseido Wins the Poster Award at the 29th IFSCC Congress in Orlando -The 6th Consecutive IFSCC Award-

Shiseido Company, Limited won the Poster Award at the IFSCC*1 Congress 2016, held from October 30 to November 2, 2016 in Orlando, USA. IFSCC is recognized as the world's most authoritative meeting, where researchers share their latest findings in the field of cosmetic science. Among the total of approximately 420 distinguished papers (about 70 Podium Presentation papers and about 350 Poster Presentation papers), the following research



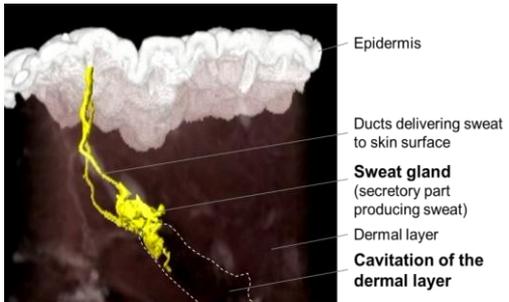
Award winner, Tomonobu Ezure
at IFSCC Congress (center)

paper entitled "Discovery of novel skin aging mechanism: "dermal cavitation *2" was considered the most meritorious poster presentation paper.

*1 IFSCC (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.

*2 Mechanism that the dermal layer in the skin becomes hollowed out and replaced by fat with age.

IFSCC Poster Award

Title	The sweat gland as a breakthrough target for anti-aging skin care Discovery of novel skin aging mechanism: "dermal cavitation"
Presenter	Tomonobu Ezure, Ph.D. Senior Scientist, Shiseido Life Science Research Center
Summary	<p>Shiseido had earlier discovered the cavitation of the dermal layer and that people with more advanced "cavitation of the dermal layer" experience facial sagging to a greater extent, however, the cause remained unclear. This time, the company was the first in the world to find out that the shrinkage of sweat glands, which produce sweat, is significant in the area with the cavitation of the dermal layer. Shiseido now aims to apply these findings, clarifying that the shrinkage of sweat glands plays a key role in cavitation of the dermal layer, to the development of new skin care products.</p>  <p>Figure : 3-D image of the skin on X-ray CT. Sweat glands (yellow) are identified on the cavitation area (dotted).</p>

Achieved the Largest Number of IFSCC Awards (Congress/Conference)*3

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 time, Shiseido won the sixth consecutive IFSCC Awards, from 24th to 29th IFSCC Congresses, and with the awards won at the "IFSCC Conferences", the company has won 24 awards (including 4 honorary mentions) in total, which is the largest number received by a cosmetics company in the world. The winner, Tomonobu Ezure received the award at the two consecutive Congresses, 28th and 29th and became the world-first IFSCC presenter to win two IFSCC awards in a row. 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.

*3Shiseido Corporate Website: Introducing IFSCC Research Awards <http://www.shiseidogroup.com/rd/ifsc/>