

SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation Wins the Globally Coveted Annual Marie Claire Prix d'Excellence de la Beauté

Shiseido Co., Ltd announces that the SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation has been recognized within the 2016 edition of the annual Marie Claire Prix d'Excellence de la Beauté; the prestigious international beauty award sponsored by French fashion and beauty magazine Marie Claire. The SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation is a recent addition to the Shiseido Foundation lineup and has been steadily introduced in markets around the world since March 1, 2015.

Marie Claire's annual Prix d'Excellence de la Beauté is regarded as one of the most prestigious cosmetic awards in the world, with the SHISEIDO ULTIMUNE Power Infusing Concentrate beauty essence as well as the SHISEIDO Sunscreen with unique WetForce technology winning the award in 2014 and 2015 respectively. As such, this year marks the third consecutive year that Shiseido has received the award and the twelfth in total to date.

About Marie Claire Prix d'Excellence de la Beauté

Marie Claire magazine, which first published in France in 1937, is the nation's largest monthly fashion and beauty magazine for women with a circulation of approximately 400,000 readers. Currently, Marie Claire is published in multiple languages across 34 countries, with a global readership of more than 20 million passionate fashion and beauty fans.

The publication's annual Prix d'Excellence de la Beauté award was established in 1985, with this year marking its' 31st instalment. As one of the world's most prestigious cosmetics awards, it is widely recognized and valued in the cosmetics and distribution industries and consumers alike. The winners are determined by vote from leading fashion and beauty journalists Europe-wide, targeting (excluding fragrances) new releases that have hit the French market over the past year. Newly released items are comprehensively reviewed based on a number of factors, including: innovativeness, efficacy, usability, packaging, and a balance between quality and price.

About SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation



SHISEIDO began driving brand innovation in January, 2016, with the SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation (RRP 5,400 yen incl. tax in Japan) launching as the first of a line of planned innovations, becoming available from March 1, 2016 globally.

SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation makes the most of skin's complexion by assisting to correct common concerns. SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation helps control light and glow responding to the skin's condition and preventing shine and creasing all day long - revealing natural complexion, glow, and brightness, while maintaining synchronization with the skin.

Prix d'Excellence Marie Claire 2017 Award Ceremony

Official name of Award: Prix d'Excellence Marie Claire 2017

Sponsor: Marie Claire magazine (France)

Date of Awarding Ceremony: January 4, 2017 in Paris

Edition carrying the related article: February 2017 edition

Past Prix d'Excellence Awards Won by Shiseido

Year	Award-winning product	Type
1986	SHISEIDO Facial Massage Cream Concentrate	Massage cream
1989	SHISEIDO BIO-PERFORMANCE Super Revitalizer	Cream
1990	SHISEIDO MAKEUP	Makeup line
1993	SHISEIDO Facial Cleansing Water	Cleansing lotion
1999	SHISEIDO Liquid Compact	Foundation
2001	SHISEIDO THE SKINCARE	Skincare line
2005	SHISEIDO BIO-PERFORMANCE Super Lifting Formula	Serum
2008	SHISEIDO BIO-PERFORMANCE Intensive Skin Corrective Program	Serum/cream
2009	SHISEIDO Perfect Rouge	Lipstick
2014	SHISEIDO ULTIMUNE Power Infusing Concentrate	Serum
2015	SHISEIDO PERFECT UV PROTECTOR	Sunscreen emulsion
2016	SHISEIDO SYNCHRO SKIN Lasting Liquid Foundation	Foundation