

“Shiseido Facial Expression Project” set to kick off

- Shiseido to launch a new initiative to enhance women’s rich facial expressions using its new wrinkle reduction technique on Thursday, April 20, 2017 -



Shiseido Co., Ltd. will kick off the “Shiseido Facial Expression Project” on Thursday, April 20, 2017. The project is designed to liberate women to show their intrinsic rich facial expressions and to help them exude a radiant glow, thereby contributing to creating a beautiful world filled with expressions.

With our mission: “We inspire a life of beauty and culture,” we hope to be able to contribute to realizing a society that makes everyone in the world happy through beauty. To accomplish this mission, we have worked on research and development on a wide array of cosmetics. With regard to wrinkles, one of the skin troubles of a great many women, we have taken notice of pure retinol as an active ingredient early on and moved ahead with R&D spanning about three decades. As a result, Shiseido received recognition from the Japanese Ministry of Health, Labour and Welfare for “the effect and efficacy of a pure retinol formulation in reducing deep wrinkles” for the first time in Japan in February 2017.

With this innovative technique that allows women to improve wrinkles, one of women’s skin troubles, through their daily skincare as the nucleus, we are ready to unfold the Shiseido Facial Expression Project that traverses the brands with the aim of realizing our goal of “liberating women to show their intrinsic rich facial expressions and helping them exude a radiant glow if wrinkles impose constraints on their beautiful expressions, though wrinkles are not necessarily bad”.

Overview of the “Shiseido Facial Expression Project”

Under this project, we will move ahead with development of products bearing more than one brand that contain pure retinol as an active ingredient in a cross-sectoral manner. As the initial product, we will release the “ELIXIR SUPERIEUR Enriched Wrinkle Cream S” (quasi-drug) on Wednesday, June 21. The new ingredient and technology will be applied to other skincare items as well one by one.

Moreover, to convey how wonderful women who have rich facial expressions are, we will carry out a variety of communication activities concurrently. In terms of advertisements, starting on Thursday, April 20, we will put on the air a brand-new TV commercial: “Shiseido Facial Expression Project Declaration Edition” using six actresses, i.e., Anne, Ms. Yuriko Ishida, Ms. Ryoko Shinohara, Ms. Kanako Higuchi, Ms. Yoko Maki and Ms. Rie Miyazawa (in the order of the Japanese syllabary), as models. With the broadcast of this TV commercial as the start, we will also disseminate information on the special website “Shiseido Facial Expression Project” while implementing an in-store campaign or an on-the-street event sequentially in a bid to enhance women’s intrinsic rich facial expressions and bring a smile to as many women as possible.





Anne



Yuriko Ishida



Ryoko Shinohara



Kanako Higuchi



Yoko Maki



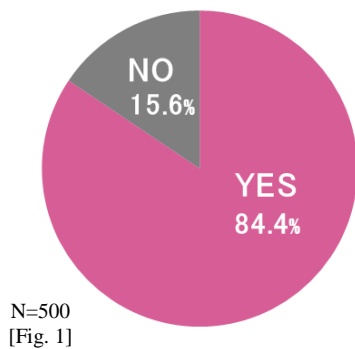
Rie Miyazawa

Background of the Launch of the “Shiseido Facial Expression Project”

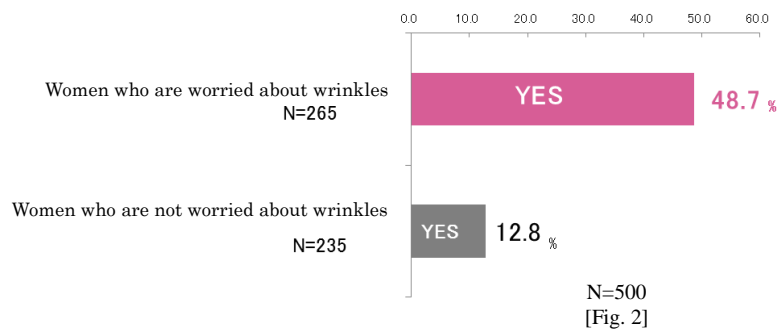
A survey that we conducted (on the website in February 2017 targeting 500 women in their 20s to 60s across the nation) revealed that the presence of wrinkles was one of the reasons for making women’s facial expressions poor. While those who think that “women with rich facial expressions are attractive [Fig. 1]” accounted for 84.4%, 48.7% of women who are worried about their wrinkles answered that they “try not to produce a big smile because of wrinkles when their pictures are taken [Fig. 2].”

Wrinkles are not necessarily bad. Including wrinkles that increase as you get older, we propose aging gracefully. The same survey also showed, however, that 80.4% of those women who are worried about wrinkles think that they “want to smile broadly without worrying about wrinkles [Fig. 3].” If wrinkles inhibit many women’s expressive facial signals, we want to help them solve their skin problem, thereby “liberating” their intrinsic rich facial expressions. To fulfill this goal, we will kick off the Shiseido Expression Project.

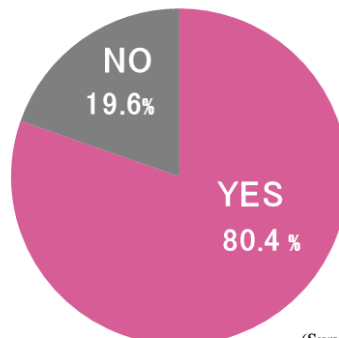
Q. Women with rich facial expressions are attractive



Q. Try not to produce a big smile because of wrinkles when pictures are taken



Q. Want to smile broadly without worrying about wrinkles



Those who are worried about wrinkles on a routine basis
N=265 Base [Fig. 3]

(Survey by Shiseido targeting women in their 20s to 60s across the nation
N=500, February 2017)

How to Develop the Promotion Measures (Due to start on Thursday, April 20)

Name of the Project	“Shiseido Facial Expression Project”
Key message of the project	It is a new initiative for liberating women to show their intrinsic rich facial expressions and helping them exude a radiant glow, thereby contributing to creating a beautiful world filled with expressions.
Main copy	If you are liberated from wrinkles, your expressions will have more freedom.
Advertisements	<p>[Details of advertisements]</p> <p>Call attention to the launch of the Shiseido Facial Expression Project, which declares that by using our wrinkle reduction technique, we will liberate each individual customer’s “beauty of expressions” and help them exude a radiant glow.</p> <p>[Ad models]</p> <p>Anne, Ms. Yuriko Ishida, Ms. Ryoko Shinohara, Ms. Kanako Higuchi, Ms. Yoko Maki and Ms. Rie Miyazawa (in the order of the Japanese syllabary)</p> <p>[TVCM]</p> <ul style="list-style-type: none"> • Thurs., Apr. 20 - Sun., Apr. 23: The Shiseido Facial Expression Project Declaration Edition” (60 sec. and 90 sec.) will be broadcast during the ISU World Team Trophy in Figure Skating 2017 by TV Asahi. • After Sun., Apr. 30, the “Shiseido Facial Expression Project Declaration Edition” (60 sec.) will be broadcast during the “Oshareism” talk show that Shiseido sponsors by Nippon TV. • Starting in the middle of June, an ad using new material (15 sec.) is scheduled to be broadcast. <p>[Newspaper ad]</p> <ul style="list-style-type: none"> • Due to be implemented in June <p>[Website, SNS, etc.]</p> <ul style="list-style-type: none"> • On Thurs., Apr. 20, the special “Expression Project” website will be launched. • URL: http://hyojo.shiseido.co.jp
Co-sponsored events	<p>[Sponsorship for the ISU World Team Trophy in Figure Skating 2017]</p> <ul style="list-style-type: none"> • Dates: Apr. 20 (Thurs.) - Apr. 23 (Sun.) • Venue: Yoyogi National Stadium First Gymnasium ◆ Media exposure entailed by the sponsorship • The logo of the “Shiseido Facial Expression Project” will be put up on the board in the ice skating rink. • The Shiseido Facial Expression Project Declaration Edition TV commercials (60 sec. and 90 sec.) will be broadcast during the TV program.
On-the-street events	<p>[Events in major cities across the nation]</p> <ul style="list-style-type: none"> • An on-the-street event will be implemented with a view to having consumers awaken to the fact that “none other than intrinsic rich facial expressions that women have are beautiful” and get a hands-on experience in “ELIXIR SUPERIEUR Enriched Wrinkle Cream S” (quasi-drug) to be launched as the initial product. • Starting in late June, the event will be organized in major cities across the nation sequentially.