

**Masa Ohtake Receives GLOBE EDUCATOR AWARD 2017
from World's Prestigious Beauty Elite Group, Intercoiffure Mondial,
Marking the 50th Anniversary of His Beauty Career**

Masa Ohtake (Masayoshi Ohtake), a renowned Japanese hair & makeup artist who also serves as the principal of Shiseido Beauty Academy, won the GLOBE EDUCATOR AWARD 2017 of the world's prestigious beauty elite group, "Intercoiffure Mondial (I.C.D Mondial)"*¹. This award was established in 2012 within the Academy Awards, one of the seven categories of the group's awards*² to be presented to the most outstanding beauty educators in the world. The award ceremony was held on Tuesday, May 16 at Rihga Royal Hotel in Osaka (Kita-ku, Osaka), Japan.

Furthermore, to celebrate 50 years of his contribution to the beauty industry, an anniversary event will be held on Tuesday, June 27 at Shiseido Beauty Academy, where Masa Ohtake started his career as a beauty artist 50 years ago and has been serving as the principal since 2009. At the event, Masa and seven of his pupils who have taken over his techniques and play active roles around the world as Shiseido's top hair & makeup artists*³, will present hair & makeup shows.

*¹The global headquarters of Intercoiffure (hereinafter I.C.D). Beauty artists from Switzerland, Germany and the U.K gathered in Hamburg, Germany in 1925 and formed an organization named Internationale Gesellschaft der Damen-Coiffeure (IGDC) to promote beauty activities in the hair and fashion industries around the world.

*² "Personalities of the year", "Créateurs de Mode", "Intercoiffure Mondial Artistic Team 2017-2018", "Industry Awards", "Academy Awards", "Fondation Guillaume", "Prestige Awards for Partner Studios".

*³ A group of artists who offer the world top-level hair & makeup techniques and contribute to further development of the beauty industry altogether through innovating and communicating the state-of-the-art beauty. The group consists of seven artists, namely, Tadashi Harada, Yoshiko Jinguji, Yumiko Kamada, Hirofumi Kera, Miyako Okamoto, Noriko Okubo and Setsuko Suzuki.

Background for Recognition

Masa Ohtake has been given this award in recognition of his active contributions over the years inside and outside Japan, as well as his dedication toward nurturing excellent global talents as the principal of Shiseido Beauty Academy. Winning this award made him the first artist to receive two awards from Intercoiffure Mondial; one is BEST WORLD ACADEMY 2014, which he received as the Academy's principal, and the other is GLOBE EDUCATOR AWARD 2017 this time.

【Masa Ohtake's Profile】

1948 Born in Sanjo city, Niigata prefecture.

1967 Enrolled in Shiseido Beauty School (currently Educational Corporation, Shiseido Gakuen Shiseido Beauty Academy).

1969 Joined Shiseido Co., Ltd. after qualifying as a hair stylist.

1973 Won the title of International Beauty Show (IBS) Japan at the age of 25, and was chosen to represent Japan at IBS International Beauty Show New York in 1974.

1976 Took part in Paris Fashion Week as the first Japanese hair & makeup artist.

1984 Ran a hair show at Carnegie Hall in New York.

1987 Won the PREMIO RAMBAUD of Italian Beautician association, UNIONE NAZIONALE FAMIGLIE ARTISTICHE ACCONCIATORI PER SIGNORA.

1992 Took part in the hair show in I.C.D World Congress Berlin as a Japan representative. (After that, consecutively appeared on seven hair shows in New York (1996), Berlin (2000), Tokyo (2004), Rio de Janeiro (2008), Rome (2012), and Osaka (2017).)

1995 Developed Shiseido's makeup soft theories (Space balancing theory, Personal image creation, etc.)*4

1996 Developed a new styling wax, ZOTOS Hair Styling Wax as the first of its kind in Japan for hair salons to meet new trends in hair styling.

2004 Received the Contemporary Master Craftsman award which is given to outstanding skilled individuals.

2008 Received the Medal with Yellow Ribbon.

2009 Appointed Principal of Shiseido Gakuen, Shiseido Beauty Academy.

2014 Won the BEST WORLD ACADEMY 2014 as the most excellent beauty academy in the world.

2017 Won the GLOBE EDUCATOR AWARD 2017.

*4 Makeup soft theories underlying the "Golden Balance Theory" promoted by Shiseido, which sees makeup as a means of bringing individual face features and spaces between them into standard balance.



Comment from Masa Ohtake

“I am extremely honored to receive such a prestigious award as GLOBE EDUCATOR AWARD 2017. I am most certain that I could obtain this award because a countless number of people not only in Japan but also around the world have offered me wonderful opportunities and supported me in pursuing my career in the beauty industry.

“I like the words, “Beauty is infinite.” Consumers are always in pursuit of beauty, with their skin, hair and state of mind never the same even for a day. I believe that we as artists will never complete our work in beauty because we are to offer consumers every possible answer for their diverse beauty needs, and that means that we are always required to have a challenging spirit, never be satisfied and strive to improve our skills and sense of beauty. And I am sure that these efforts will lead us to create unique beauty reflecting the originality of an artist.

“50 years ago, I ventured into this beauty world without any thorough understanding of beauty, just regarding myself as a single player at making people beautiful. However, I have learned through my on-site experience that beautification as direct contact with skin and hair is so closely connected with people’s hearts, and I have realized that the role of a beauty artist is really big. Going forward, I would like to further pursue my career as an artist and at the same time, focus on nurturing new talents and enhance the irreplaceable value of beauty in people’s lives.”

【Outline of Masa Ohtake Anniversary Event】

- Date: June 27, 2017 (Tuesday), 15:00-17:00 (Venue opens at 14:30)
- Place: Shiseido Beauty Academy (2-15-1, Kaga, Itabashi-ku, Tokyo)
- Contents: First Part “Anniversary Hair & Makeup Show” (total 60 minutes)

- 1) Opening video covering 50 years of Masa Ohtake’s career
- 2) Opening greeting from the event promoter
- 3) Makeup show by Shiseido top hair & makeup artists
- 4) Hair show by Shiseido top hair & makeup artists
- 5) Hair show by Masa Ohtake



Second Part: “Talk Session with Masa Ohtake and Shiseido Hair & Makeup Artists”
(total 50 minutes)

- 1) Guests’ speeches
- 2) Talk session with Masa Ohtake and the models and artists who appeared on the hair & makeup shows
- 3) Closing greeting from Masa Ohtake