

## SHISEIDO Launches a New Cream with Recognized Anti-Wrinkle and Whitening Effects

(Start of sales: Wednesday, November 1, 2017)

– Second launch under “Shiseido Facial Expression Project”

Industry first! Release of quasi-drug anti-wrinkle and whitening cream –

Shiseido Company, Limited (“Shiseido”) will launch “Wrinklelift Deep Retinowhite 4” cream (1 product, 1 variety) that improves wrinkles around the eyes and mouth and has a whitening effect. The launch will target Japan and China, subsequently, starting Wednesday, November 1, 2017 under the Asia-only aging-care<sup>\*1</sup> line, VITAL-PERFECTION by brand SHISEIDO which is sold in 88 countries and regions across the world. The product will be available in approximately 270 stores around Japan, mainly department stores, and on Shiseido’s total beauty website, watashi+. (Distributor: Shiseido International Inc.)

- ◆ SHISEIDO VITAL-PERFECTION is a skincare line specially formulated for Asian women that goes beyond anti-aging, beyond whitening. Available in 17 countries and regions in Asia, including Japan, and travel retail, the line is exemplary of synergistic effects of cross-border marketing<sup>\*2</sup>.
- ◆ The second launch under “Shiseido Facial Expression Project”. An anti-wrinkle and whitening quasi-drug cream, a potent fusion of pure retinol, an active quasi-drug ingredient which was acknowledged for its wrinkle-improving effects for the first time in Japan, and 4MSK<sup>\*3</sup>, an original whitening agent. Communication activities will be launched to convey the beauty of women with rich facial expressions, including campaigns at store-fronts and advertisements. The product will also contribute to the expansion of the anti-wrinkle market both in Japan and Asia.

\*1 Skincare that focuses on replenishing moisture that diminishes with age

\*2 Marketing that goes beyond regions and mainly targets the purchasing behavior of Chinese consumers during their visits to Japan, in China, and when traveling to destinations other than Japan

\*3 Potassium 4-methoxysalicylate

Note: Whitening refers to prevention of dark spots / freckles through suppression of melanin production.



### Product Features

SHISEIDO surveyed Asian women<sup>\*4</sup> about their attitudes to facial expression and wrinkles and found that 90% of women would smile with greater confidence if their wrinkles didn’t show. “Wrinklelift Deep Retinowhite 4” is an anti-wrinkle and whitening quasi-drug cream for targeted application that was developed in order to meet such needs, through analyzing the way Asian women’s faces move and how their wrinkles look as their facial expressions change. Its active ingredient, pure retinol, promotes the production of hyaluronic acid and increases the amount of moisture in the skin, smoothing it and improving the appearance of wrinkles. At the same time, 4MSK, the whitening agent, effectively suppresses the production of melanin. It gives you a firmer, brighter look—one that allows you to express yourself fully, with renewed confidence.

\*4 Survey date: July 2017; N=102; Shiseido global survey

**【Products for launch】**

1 product, 1 variety

Product name	Type	Size	MSRP
SHISEIDO VITAL-PERFECTION Wrinklelift Deep Retinowhite 4 (Quasi-drug) Registry name: SHISEIDO VITAL-PERFECTION Wrinklelift Cream	Cream (for targeted application)	15g	12,000 JPY (12,960 JPY including tax)

**SHISEIDO VITAL-PERFECTION**

When aging signs such as wrinkles, loss of resilience, dark spots and dullness appear at the same time, they accentuate each other, causing a less youthful look overall. VITAL-PERFECTION focuses on the root cause of these age-related concerns and goes beyond anti-aging, beyond whitening as a skincare line for Asian women who are uncompromising when it comes to beauty. All products of the line-up<sup>\*5</sup> feature VP8 technology that blends VP Complex<sup>\*6</sup>, a combination of selected botanical extracts and moisturizing ingredients, with the effective whitening ingredient, 4MSK<sup>\*3</sup>. VP8 makes VITAL-PERFECTION an all-encompassing solution for visible signs of aging such as wrinkles<sup>\*7</sup>, loss of resilience, dark spots and dull tone.

\*5 Except cleanser

\*6 Chai Hu Extract, Olive Leaf Extract, Angelica Root Extract, Black Tea Leaf Extract, glycerin (humectant)

\*7 Efficacy tested

**Promotion in Asia**

Shiseido is currently reinforcing the so-called cross-border marketing<sup>\*2</sup> which targets three areas, Japan, China, and travel retail, as one market. Sales of “Wrinklelift Deep Retinowhite 4” already started in Asia (except Japan and China) and travel retail in autumn 2016, and its launch in Japan in November 2017 will help to align and enhance the promotion at stores. The product will contribute to expanding the anti-wrinkle market not only in Japan but also in Asia overall.

\*2 Marketing that goes beyond regions and mainly targets the purchasing behavior of Chinese consumers during their visits to Japan, in China, and when traveling to destinations other than Japan


**“Shiseido Facial Expression Project” and Communication Activities at Stores**

“Shiseido Facial Expression Project” kicked off all over Japan in April 2017 with the aim of 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. In June 2017, “ELIXIR SUPERIEUR Enriched Wrinkle Cream S” was released as the initial product. The November launch of “Wrinklelift Deep Retinowhite 4” will mark the second product under the project. To convey how wonderful women who have rich facial expressions are, we will carry out a variety of communication activities across Japan at the time of the launch, such as campaigns at store-fronts, mass media advertisement, etc.

■Special website for “Shiseido Facial Expression Project” (Japanese only): <http://hyojo.shiseido.co.jp/>

Product outline

Note: The price is MSRP

Product, size, price	Product properties
<p>SHISEIDO VITAL-PERFECTION Wrinklelift Deep Retinowhite 4 (quasi-drug)</p> <p>Registry name: SHISEIDO VITAL-PERFECTION Wrinklelift Cream</p> <p>Cream (for partial application) 15 g</p> <p>12,000 JPY (12,960 JPY including tax)</p> 	<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>An anti-wrinkle and whitening cream for targeted application that gives you a firmer, brighter look—one that allows you to express yourself fully, with renewed confidence.</p> </div> <ul style="list-style-type: none"> <li>○ Active quasi-drug ingredient pure retinol, which is pure vitamin A, promotes the production of hyaluronic acid and increases the amount of moisture in the skin, smoothing it and improving the appearance of wrinkles.</li> <li>○ Active whitening ingredient, 4MSK<sup>*3</sup>, effectively suppresses the production of melanin. *3 Potassium 4-methoxysalicylate</li> <li>○ With its dewy texture, the cream spreads smoothly over areas where wrinkles tend to appear, for a firm, resilient look. - Contains VP Complex<sup>*6</sup> *6 Chai Hu Extract, Olive Leaf Extract, Angelica Root Extract, Black Tea Leaf Extract, glycerin (humectant)</li> <li>○ The special airtight packaging process protects volatile pure retinol from light and oxygen.</li> <li>○ A gentle, relaxing fragrance based on the elegant floral scents of lily, rose and jasmine.</li> <li>○ DERMATOLOGIST-TESTED.</li> </ul> <p>TO USE:</p> <ul style="list-style-type: none"> <li>● As the last step of your morning or evening skincare regimen, take up an appropriate amount (a small pearl-sized drop) onto fingertips and gently apply to the skin, focusing on the wrinkle areas around the eyes and mouth.</li> </ul> <p><u>Note: If applied in the morning, use products with suncreening effect on top to protect retinol from light and ensure its effectiveness.</u></p>