



## **Shiseido Clé de Peau Beauté Adopts “Synactif Sound”**

### **Hospitality through sound for the Synactif Line Treatment**

Shiseido Group’s high prestige brand “Clé de Peau Beauté” has added “Synactif Sound” to the “Soin Synactif” treatment program for its premium line “Synactif.” The addition will further enhance customer experiences.

#### **Melodious affirmation of “vibrant beauty only possible through skin purification”**

Synactif: Beginning with purification, the exquisite harmony of selected items takes your skin to undiscovered heights and draws out the radiance of your presence. “Synactif Sound” was developed as music software to further enhance the pleasure of treatment, as well as the sensation and effects of the products used, by adding “hospitality through sound” to “treatment through touch.” In developing the sound, Shiseido worked with sonologist and composer Yota Morimoto, who works mainly in Europe. Morimoto created music to align with Shiseido’s exclusively developed software. The collaboration resulted in piano, violin, and cello trios which express the effect of each treatment process. It was composed with gentle undulating patterns made by the frequencies of the “Synactif Sound” music and the electrocardiogram waveforms\* during treatment.

\*Electric voltage generated when muscles move

#### **The composer, Yota Morimoto**



Yota Morimoto holds a Master's Degree in Sonology from the Royal Conservatory of The Hague and a Ph.D. in Composition from the University of Birmingham, UK. After moving to the Netherlands in 2006, he has been active mainly in Europe. His music has been performed and commissioned by ensembles and musicians in various countries, and his sound installations and audio-visual works have been presented at festivals such as Transmediale (Berlin), ISEA (Dortmund, Istanbul), Today'sArt (The Hague, Kawasaki), and SICMF (Seoul). He is also active in sound design, sonification and interactive sonic system implementation, working with industrial and institutional

commissioners such as EYE Film Institute Netherlands ;LUSTlab; TU Delft; Shiseido Co.; Ltd., Honda Motor Co., Ltd.; Hokkaido University; and the University of Tsukuba. Recent assignments include appearances with Amsterdam Sinfonietta and composing the sound for Shiseido's "PLAYLIST."