

Brand SHISEIDO Launches Limited-Edition Petite-Sized Cosmetics “PICO,”
 Offering Seasonal Colors and Textures on Thursday, February 1, 2018
 ~Mini-Size Lipstick/Nail Enamel for the Millennials
 Inspired by Wagashi, Traditional Japanese Confections~

Shiseido Company, Limited releases petite-sized makeup products, “Rouge Rouge PICO” and “Nail Enamel PICO” (two products, 16 items) under its signature prestige brand SHISEIDO on Thursday, February 1, 2018 exclusively in Japan. Targeting the younger generation, the mini-size cosmetics will be launched as a limited edition at approximately 200 stores, mainly department stores, across Japan. The products will be also sold through Shiseido’s total beauty service website, “watashi+”.

- ◆ SHISEIDO’s PICO series offers limited mini-size makeup items with a wide range of colors and textures. Their affordable price is appealing to younger consumers and encourages them to try out prestige cosmetics.
- ◆ PICO’s unique color palette and shade names were inspired by Wagashi, Japanese confections which come in a variety of seasonal colors.



Background of launch

Brand SHISEIDO developed PICO series focusing on the fact that color makeup products serve as an ideal entry point into prestige cosmetics for the younger consumers and are also popular as gift items.

Inspired by Wagashi, “Rouge Rouge PICO” and “Nail Enamel PICO” express Japan’s beautiful nature in a palm-sized delicate presentation. Regular PICO products, which are themed on Japanese candy craft artistry, will be sold from February through May. In addition, Japanese chocolate-themed colors are launched from February 1, 2018, as a special Valentine’s Day edition. Offering users more freedom in enjoying makeup, PICO also features a compelling package design that makes you want to share the fun with others.



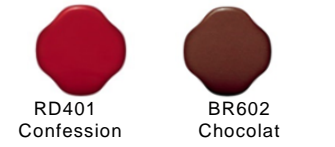
【Product List】

Two Products, 16 items

Product Name	Category	Color	Net	Suggested retail price
SHISEIDO Rouge Rouge PICO [Limited edition]	Lipstick	Eight colors	2.2g	1,800 yen (1,944 yen incl. tax)
SHISEIDO Nail Enamel PICO [Limited edition]	Nail enamel	Eight colors	4mL	1,000yen (1,080 yen incl. tax)



【Product overview】

Prices stated below are the suggested retail prices.

Name/Net/Price	Features
<p>SHISEIDO Rouge Rouge PICO [Limited edition] <Lipstick> Eight colors, 2.2g ¥1,800 (¥1,944 incl. tax)</p> <p>Limited editions sold from February through May</p>   <p>February limited editions</p> 	<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>Inspired by the seasonal beauty of Wagashi. The color theme is “Wagashi in season”.</p> <p>Themed on “Japanese candy craft artistry” for the items sold from February through May, and “Japanese chocolat” for February limited editions.</p> <p>Sweet and modern colors and texture bring out your beauty within.</p> </div> <ul style="list-style-type: none"> • The rich smooth texture adheres perfectly and evenly onto the lips, becoming one with your lips. • Maintains moisture in the lips for a softer look and feel. • Refines the lips, makes them smooth, and defines their shape for a more even look. • Comes in three types: “Sheer” for a dewy, lustrous finish, “Matte” with a comfortable velvety texture, and “Texture Changers” can be used alone or with other lipsticks to enjoy different finishes. <p><Sheer type (RD312・RD716・RD309)> Formulated with oil that holds in water by reacting to the moisture in the breath and air. Creates a beautiful sheen and keeps lips from drying.</p> <p><Matte type (OR417・RS418・RD620・RD401)> Provides the velvety matte finish without making lips feel dry or flaky. Feels creamy and smooth on the lips, like it has become part of them.</p> <p><Changer type (BR602)> Offers various finishes as it changes the look of a lipstick if layered over. Can be also used alone.</p>

【Product overview】

*Prices stated below are the suggested retail prices.

Name/Net/Price	Features
<p>SHISEIDO Nail Enamel PICO [Limited edition] <Nail Enamel> Eight colors 4mL ¥1,000 (¥1,080 incl. tax)</p> <p>Limited editions sold from February through May</p>  <p>VI701 Purple Sweet Potato BE202 Cinnamon BL603 Blueberry</p> <p>GY904 Black Sesame OR205 Peach VI606 Shiso</p> <p>February limited editions</p>  <p>GR707 Uji Matcha Milk BR708 Coffee Chocolat</p>	<div data-bbox="582 436 1380 862" style="border: 1px solid black; padding: 10px;"> <p>Inspired by the seasonal beauty of Wagashi. The color theme is “Wagashi in season”.</p> <p>Themed on “Japanese candy craft artistry” for the items sold from February through May, and “Japanese chocolat” for February limited editions.</p> <p>Sweet and modern colors and texture bring out your beauty within.</p> </div> <ul style="list-style-type: none"> • Vivid color with one stroke. • Smooth application without streaking. • Lustrous, glossy finish. • Quick-drying formula. • Beautiful long-lasting shades. • Flat nail brush for easy and even application. • Enjoy variations in finish by layering and blending different colors.

■ SHISEIDO Brand site: <http://www.shiseido.co.jp/gb/>