
Press Release

Shiseido Sends Donation to Areas Affected by Torrential Rain in July 2018

Shiseido Company, Limited (“Shiseido”) extends its heartfelt sympathy to the people affected by torrential rain and landslides in western Japan, which occurred in July 2018. We sincerely hope for the earliest recovery of the region.

In view of the needs of the disaster victims, Shiseido has already sent the following aid goods, mainly hygiene items: dry shampoo (5,000 pcs), wet body wipes (10,000 pcs), gel type deodorant (10,000 pcs), and medicated hand soap (10,000 pcs). In addition, on July 12th, a decision has been made to deliver monetary donation to the affected areas, bringing the total amount of relief aid to 45 million Japanese yen.

The donation targets Okayama, Hiroshima, and Ehime prefectures.

Shiseido is also preparing to call for donations among its employees.

We are committed to further recovery efforts depending on the situation in the affected region.

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