

Press Release

Shiseido Appoints Grand Slam Tennis Champion Naomi Osaka as Brand Ambassador in Global Agreement

Shiseido has entered a global agreement with Grand Slam women’s singles tennis champion Naomi Osaka. Ms. Osaka joins Shiseido as its new brand ambassador as of November 20, 2018.

*** Ambassador agreement in cosmetics category**

Since turning pro in 2013, Ms. Osaka has climbed the international ranks and rocked the sport with her historic achievements. This year, she became the first Japanese winner of the US Open women’s singles title, ranking 5th worldwide in this category, and qualified for the highly competitive WTA Finals (which accepts only the top 8 players).

At the same time, Shiseido this year launched the New Three-Year Plan as the second phase of its ambitious VISION 2020 strategy to “Be a Global Winner with Our Heritage”. Shiseido never stops innovating and changing to best support the lives of consumers worldwide through beauty. With our ever-stronger foundations and upgraded global structure, like Naomi, we are always striving to improve ourselves. We are never satisfied, always challenging the status quo. As Ms. Osaka gives her best, we too are taking on various new initiatives, challenging the world and reaching for new heights.

We believe we share with Ms. Osaka the same challenging spirit and world-winning mindset, embracing internationalism while expressing our roots. For this reason, Shiseido is proud to enter this global agreement, which starts with Naomi as an ambassador of ANESSA^{*1} and bareMinerals^{*2}.

Going forward, Shiseido enthusiastically supports Ms. Osaka in taking on the world through new achievements, innovations, and beauty.

^{*1} **ANESSA: Shiseido’s sunscreen brand with concept of “beauty sunscreen”. Supports and protects Ms. Osaka’s beautiful skin from sun damage by UV-rays to the end, while she wages battle on the outdoor courts in training and tournaments under daily harsh UV rays.**

^{*2} **bareMinerals: Shiseido’s U.S.-based clean beauty brand which handles high-performance natural cosmetics made with skin loving minerals and plant-based ingredients. As a leader of clean beauty pioneer in the world, we are supporting Ms. Osaka’s beauty potential.**

Naomi Osaka’s Profile

Date of birth	October 16, 1997
Height	180 cm
Birthplace	Osaka, Japan
Residence	Florida, US
World ranking	No. 5 in women’s singles (as of November 12, 2018)



Koji Watanabe/ Getty Images

Career

2001	Moved to New York, US at age of three.
2013	Turned professional.
2014	In July, qualified for her first WTA, main draw at Bank of the West Classic in Stanford, California, US at age of 16.
2016	In January, qualified for first Grand Slam main draw at Australian Open. Reached third round at the French Open and US Open.
2016	In September, made breakthrough as wild card at Pan Pacific Open, reaching first WTA final, finished runner-up. Named WTA “Breakthrough of the Month”.
2018	In March, won professional title at the Indian Wells Open, Premier Mandatory event after Grand Slam as first Japanese player.
2018	In September, became the first Japanese Grand Slam singles champion at the US Open.
2018	In October, earned first participation at the WTA Finals. (Third Japanese player to be qualified.)