

SHISEIDO PERFECT UV PROTECTOR Using Cutting-Edge WetForce Technology Wins the Globally Coveted Annual Marie Claire Prix d'Excellence de la Beauté

Shiseido Co., Ltd. announces that the SHISEIDO PERFECT UV PROTECTOR sunscreen emulsion was awarded in the 2015 edition of the annual Marie Claire Prix d'Excellence de la Beauté, the prestigious international beauty award sponsored by France's fashion and beauty magazine Marie Claire. The SHISEIDO PERFECT UV PROTECTOR features the cutting-edge technology WetForce^{*1}, which provides a film that protects the skin against ultraviolet rays and that becomes stronger when detecting sweat or moisture. It has been steadily introduced in markets around the world since March 1, 2015.

Marie Claire's annual Prix d'Excellence de la Beauté is known as one of the most prestigious cosmetics awards of the world. As the SHISEIDO ULTIMUNE Power Infusing Concentrate beauty essence won the award last year, this year marks the second consecutive year that Shiseido has received the award and the eleventh time in total to date.

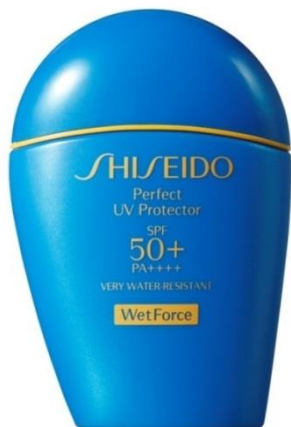
^{*1} Enhances the evenness of the sunscreen film on the skin and keeps it stable

About Marie Claire Prix d'Excellence de la Beauté

The Marie Claire magazine, first published in France in 1937, is the nation's largest monthly fashion and beauty magazine for women (with a circulation of about 400,000). Currently, it is published in 34 countries in the respective local languages, with a readership of more than 20 million globally.

The annual Prix d'Excellence de la Beauté sponsored by the magazine was established in 1985 and this year marked the 30th installment. As one of the world's most prestigious cosmetics awards, it is widely recognized in the cosmetics and distribution industries as well as among consumers. The winners are determined by voting by leading beauty journalists of fashion and beauty magazines that represent Europe, including France, targeting all the new items, excluding fragrance, which hit the market in France over the past year. They review the items from a comprehensive perspective in terms of a number of factors, including innovativeness, efficacy, usability, package and a balance between quality and price.

About SHISEIDO PERFECT UV PROTECTOR



SHISEIDO PERFECT UV PROTECTOR (priced at 4,500 yen (4,860 yen incl. tax) in Japan) is a sunscreen emulsion that has been available since March 1, 2015. In Japan it is sold at about 230 department stores across the nation and via Shiseido's beauty website watashi+.

The unique WetForce technology that Shiseido developed helps strengthen a film that protects the skin against ultraviolet rays^{*1} further when it is combined with minerals contained in sweat or moisture, thereby protecting the skin from strong UV radiation. Furthermore, another one of Shiseido's unique protective technologies, Super Veil UV360TM, helps the sunscreen spread thoroughly and evenly over tiny indentations on the skin so that the skin may be protected unfailingly

from UV rays from any angle.

The SHISEIDO brand signed an endorsement deal with professional tennis player Ana Ivanovic in August 2015, who serves as a global beauty ambassador for the sunscreen featuring the WetForce technology.

Official Name

Product name: SHISEIDO PERFECT UV PROTECTOR

Prix d'Excellence Marie Claire 2016 Award Ceremony

Official name of Award: Marie Claire Prix d'Excellence de la Beauté 2016

Sponsor: Marie Claire magazine (France)

Date of Awarding Ceremony: 6, January, 2016 in Paris

Edition carrying the related article: February 2016 edition

Past Prix d'Excellence Awards Won by Shiseido

Year	Award-winning product	Type
1986	SHISEIDO Facial Massage Cream Concentrate	Massage cream
1989	SHISEIDO BIO-PERFORMANCE Super Revitalizer	Cream
1990	SHISEIDO MAKEUP	Makeup line
1993	SHISEIDO Facial Cleansing Water	Cleansing lotion
1999	SHISEIDO Liquid Compact	foundation
2001	SHISEIDO THE SKINCARE	Skincare line
2005	SHISEIDO BIO-PERFORMANCE Super Lifting Formula	Serum
2008	SHISEIDO BIO-PERFORMANCE Intensive Skin Corrective Program	Serum/cream
2009	SHISEIDO Perfect Rouge	Lipstick
2014	SHISEIDO ULTIMUNE Power Infusing Concentrate	Serum
2015	SHISEIDO PERFECT UV PROTECTOR	Sunscreen emulsion

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*For customer inquiries, please contact the Shiseido International Inquiry (toll-free number: 0120-30-4710)