

**THE FUTURE OF BEAUTY
BEGINS WITH A SPARK.**

Shiseido’s New Corporate Ad Campaign Launched April 8, 2019

Shiseido Company, Limited (“Shiseido”) launched its new corporate advertising campaign in Japanese national newspapers on Monday, April 8, 2019 upon reaching the company’s 147th anniversary. The campaign, which marks the inauguration of its new research and development center, Shiseido Global Innovation Center (dubbed “S/PARK”), is a declaration of steadfast contribution to the creation of a better world through beauty under the new corporate mission, “BEAUTY INNOVATIONS FOR A BETTER WORLD”, which was renewed this year.

Against the sun-bathed S/PARK at dawn, a symbol of beauty innovation lighting up the future, the two researchers represent the Shiseido employees’ strong desire to create a beautiful, prosperous world.

【Campaign visual】



【Campaign slogan】

THE FUTURE OF BEAUTY
BEGINS WITH A SPARK.

Since our foundation in 1872 we have been at the forefront of innovation, blending science and art to create revolutionary products, services and values. Today, on our 147th anniversary, we take innovation even further. Introducing the new Shiseido Global Innovation Center (S/PARK).

We believe that without diversity, there would be no innovation. And without innovation, the future would look a lot less beautiful. At S/PARK, we will fuse diverse values and ideas with groundbreaking technology to spark...

BEAUTY INNOVATIONS FOR A BETTER WORLD

S/PARK. Where beautiful innovations begin.

<https://www.shiseidogroup.com/>

Shiseido Global Innovation Center (S/PARK), opening April 13, 2019.

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