

Press Release

Shiseido Releases Limited Set of “Reiwa” Perfume and Face Powder

- A special set inspired by flowers of the Manyoshu
Reservations start from Wednesday, May 1, 2019-

Shiseido Company, Limited (“Shiseido”) will release a limited “SHISEIDO Reiwa Commemorative Set: Perfume and Face Powder” (1 item, 1 type, ¥12,000 (excl. tax)) in Japan at the beginning of the new Reiwa era. From Wednesday, May 1, 2019, reservations will be accepted through Shiseido's total beauty service website, “watashi+” online shop, SHISEIDO THE STORE and SHISEIDO GINZA SIX store, and the set will be on sale in December (distributor: Shiseido International Inc.). * Reservations will end upon reaching the limited number.



“SHISEIDO Reiwa Commemorative Set: Perfume and Face Powder” packaging
* Designs are for illustrative purpose only

Background of release

The Manyoshu includes an introduction to 32 ume-themed poems, which are the source material of the new era name “Reiwa” and include wordings related to beauty products such as face powder and aroma. Shiseido will release the commemorative set with the wish that the era of Reiwa will be beautiful and prosperous for all people.

Product feature

This limited set of perfume and face powder will be presented in a special decorative box developed with the imagery of Reiwa.

Special website (Japanese): <https://www.shiseido.co.jp/reiwa> (open May 1, 2019)

【Product list】

1 item, 1 type

Product Name	Category	Suggested retail price
SHISEIDO Reiwa Commemorative Set: Perfume and Face Powder [Limited number]	Perfume/face powder	¥12,000 (excl. tax)