



Shiseido Establishes Japanese Beauty Institute: Communicating Unique Japanese Aesthetics to the World

Shiseido Company, Limited (“Shiseido”) has established the Japanese Beauty Institute (“JBI”) with the aim of communicating and arousing interest in Japanese aesthetics as well as Shiseido’s knowledge and stories related to Japanese beauty.

The JBI serves to define “Japanese beauty” through the unique characteristics of Shiseido, and releases a movie that expresses such definition on the occasion of its official website launch on May 13. The JBI will also share content that communicates to the world the charms of such beauty through lectures in beauty-related events in Japan and abroad.

■ JBI official website: <https://www.japanesebeauty.com/>

Japanese Beauty
#NothingLikelt

Background of establishment

Shiseido was established as Japan’s first private Western-style pharmacy in 1872. Since then, the Company is known for its highly functional and high-quality cosmetics products, detailed designs, and unique Japanese aesthetics in pursuit of essential beauty, and continues to create value through innovation with the aim to “be a global winner with our heritage.”

This year, we set a new corporate mission, “BEAUTY INNOVATIONS FOR A BETTER WORLD,” and declared our strong will to contribute to a better world by providing beauty to people everywhere.

We have therefore established the JBI to communicate our unique Japanese beauty as a global cosmetics company of Japanese origin, and to arouse the interest of people around the world.

Main activities of the JBI

The JBI serves to define Japanese beauty through the unique characteristics of Shiseido and will carry out the following main activities.

- Regular communication related to “Japanese beauty” on the official website, to be launched on May 13
- Lectures on beauty-related events in Japan and abroad

<Shiseido Japanese Beauty Institute Director / Kaori Amaha>

Shiseido has extensively promoted Japanese beauty overseas since the 1960s. Today, as interest in Japanese beauty is growing again, Shiseido hopes to further communicate Japan’s unique beauty innovations to the world and to plan and share entertaining content related to Japanese beauty.