

Press Release

Shiseido Launches Online “Makeup Navigation for Your Skin Concern” for People with Cancer Treatment Side Effects and Serious Skin Troubles

Shiseido Company, Limited (“Shiseido”) will begin offering “Makeup Navigation for Your Skin Concern” video clips to introduce specific makeup application techniques for those who have concerns over beauty and appearance changes due to the side effects of cancer treatment. The Shiseido Life Quality Makeup site will be renewed and relaunched on February 3, 2020.

Along with the redesigned Shiseido Life Quality Makeup logo, the site will introduce “Voices of the Experienced” (*) from cancer survivors and those who have skin concerns. We will continue endeavoring to provide beauty information to the many people who have appearance concerns, as well as their family members, into the future.

(*) “Voices of the Experienced”

Videos and interview articles with 3 people who have skin concerns over burns and cancer treatment side effects, etc. talking about how they encountered the Life Quality Makeup program and changes in their feelings. <https://corp.shiseido.com/slqm/en/concept.html>

About Makeup Navigation for Your Skin Concern

“Makeup Navigation for Your Skin Concern” introduces makeup application techniques targeting specific symptoms. The program covers various beauty concerns and symptoms such as vitiligo and scars due to the side effects of cancer treatment, and presents explanation and demonstration in an easy-to-understand manner for everyone, including those who shy away from going out and who are unfamiliar with makeup application. The products used in the program can be purchased via Shiseido's official website "watashi+".

“Makeup Navigation for Your Skin Concern” <https://corp.shiseido.com/slqm/en/makenavi/>

“watashi+” (the products available only in Japan)

<https://www.shiseido.co.jp/sw/c/products/SWFG070210.seam?zbr=5A>



Shiseido Life Quality Makeup

In 1956, Shiseido started makeup application activities in the hopes of alleviating the emotional pain of those who suffered wartime burns and scars. Since then, for more than half a century, we have been promoting Shiseido Life Quality Makeup activities for those who have serious skin concerns such as scars, blue/red/brown skin discoloration and vitiligo. Currently, we also give makeup advice to cover such appearance changes as those caused by the side effects of cancer treatment. Shiseido Life Quality Makeup supports everyone in being their true selves and fulfilling their day-to-day lives.