
Press Release

Shiseido Responds to the Novel Coronavirus Outbreak

Shiseido would like to express its deepest condolences to those who have suffered loss from the novel coronavirus, and sympathy to all whom it has affected. We sincerely wish for the situation to get well soon.

To support those in need, Shiseido announces the “Relay of Love Project”, in the hope that everyone affected may return to health and safety as soon as possible, in addition to 1 million CNY (approximately 15 million yen) already donated to the Charity Federation of Wuhan. The project includes primarily a donation of funds and essential products.

- Shiseido donated 10 million CNY (approx. 150 million yen) to the Shanghai Charity Foundation
- 1% of sales from Asian markets will be reserved for “Relay of Love Project” as in-house funds to support the following activities
 - Donate to charity to support the restoration of daily lives
 - Offer utility products from Shiseido Group to areas in need
 - Offer various support to invigorate people through the power of beauty

Shiseido will consider further support as the situation develops.