

Relief Supplies to China Women's Development Foundation on International Women's Day – Coronavirus Countermeasure Support –



Shiseido Company, Limited, through its subsidiary Shiseido China (hereafter “Shiseido”), announces its support for the China Women's Development Foundation on International Women's Day, March 8, 2020. Shiseido has provided 77,000 units of products, including AUPRES hand cream and body soap and PURE & MILD hand cream, to the Foundation to aid frontline medical personnel. These products will be delivered to hospitals located mainly in Hubei Province, China. This donation is part of Shiseido's “RELAY OF LOVE Project” to support those affected by the Coronavirus.

The China Women's Development Foundation is a non-profit organization founded in December 1988 with a mission to empower women in China.



About RELAY OF LOVE Project

To support those affected by the Coronavirus, Shiseido has launched the “RELAY OF LOVE Project”. In February, Shiseido donated 10 million RMB (approximately 150 million yen) to the Shanghai Charity Foundation. A further 1% of Shiseido Group sales from Asian markets will be reserved as in-house funds for donating to charity to support the restoration of daily lives and offering Shiseido Group relief supplies to areas in need. In the long-term, we will continue myriad support to invigorate and vitalize through the power of beauty.