
Press Release

Shiseido to Establish New Research Branch of China Innovation Center in The Oriental Beauty Valley, Shanghai, China

Shiseido Company, Limited announced on March 17, 2020, to establish a new research branch of its China Innovation Center in The Oriental Beauty Valley, an industrial park of health and beauty industries located in the Fengxian District of Shanghai, China.

The Oriental Beauty Valley, opened in 2015, is a health and beauty industry-focused economic district spanning cosmetics, foods, pharmaceuticals and biotechnology. Known as the “City of China’s Cosmetics”, it comprises a wide range of companies and talents, and is expected to become a center for the health and beauty industries worldwide. Shiseido is the first top ranked* global beauty company to enter The Oriental Beauty Valley.

Shiseido will collaborate with various companies and institutes located in The Oriental Beauty Valley to drive the development of the cosmetics industry in China as well as to accelerate sustainable growth globally.

* WWD The 2018 Beauty Top 100 Ranking

About the New Branch of the China Innovation Center

Shiseido established the “China Business Innovation & Investment Representative Office” in 2019 to promote innovations in existing businesses and new business development responding to the market trends in China. The new branch of the China Innovation Center announced here is positioned as a base of advanced research and prototype product development, creating sustainable value through Shiseido’s main business.

Collaborating with other companies and institutes located in The Oriental Beauty Valley, the new branch will focus on the following.

- Research and development of environmentally friendly products
- Research and development of utility evaluation methods which suit Chinese consumers’ skin types

About The Oriental Beauty Valley

- Location: Fengxian District, Shanghai, China
- Year of Establishment: 2015
- Entrant Companies: Cosmetics, foods, pharmaceuticals, biotechnology, etc.

<Appendix>

About the China Innovation Center

Shiseido first established the China Innovation Center in Beijing, China in 2001 to understand Chinese consumers' skin types, cosmetics usage behavior and preferences, and to create brand value based on basic research.

Research Center	Location	Year of Establishment	Overview
China Innovation Center	Daxing District, Beijing	2001	- Product development for China market - Basic research for Chinese consumers' needs
China Innovation Center Shanghai Branch	Pudong New Area, Shanghai	2015	- Research of Chinese consumers' skin types, preferences, market intelligence, etc.
China Innovation Center The Oriental Beauty Valley (tentative name)	Fengxian District, Shanghai	2020	- Research and development of environmentally friendly products - Research and development of utility evaluation methods, etc.