

BAUM

Shiseido Launches New Brand “BAUM” -The beginning of a beautiful world blessed with trees-

Shiseido Company, Limited (“Shiseido”) will release new skincare brand *BAUM* (a total of 27 products, 45 items) (manufacturer and distributor: Etobus) on Saturday, May 30, 2020 via its Prestige business category.*1 Starting with the NEWoMan Yokohama store opening on the same day, the brand is scheduled for subsequent release throughout Japan.

*1 High-end cosmetics and fragrances. Brands include *SHISEIDO*, *Clé de Peau Beauté*, *IPSA*, *NARS*, *bareMinerals*, *Laura Mercier*, *Dolce&Gabbana*, etc.

※Product launch date has been changed.
【Before】May 30, 2020 ⇒ 【After】 Early summer, 2020



Launch background

As efforts to realize the Sustainable Development Goals (SDGs) set forth by the United Nations are promoted around the world, an increasing number of consumers place importance on companies' and brands' attitudes toward social responsibility and environmental considerations.

Under its corporate philosophy “BEAUTY INNOVATIONS FOR A BETTER WORLD”, Shiseido has been working on to solve social issues and reduce environmental burden as a company that will remain vital for the next 100 years and beyond. With this launch of *BAUM*, Shiseido aims to realize a sustainable society where people live in happiness through its core business of beauty.

About the new brand *BAUM*

BAUM focuses on "the power of trees", gracefully harmonizing with environmental changes and living for hundreds of years. Based on the concept of "coexistence with nature", valued by Japanese people for centuries, the brand aims to realize a sustainable society that fully embraces the blessings of trees and preserves them for the future.

BAUM brand teaser site: <https://www.baumjapan.com/>

(Official website to launch Thursday, May 14, 2020)

[Product design to embrace the blessings of trees]

◆ Skincare that draws out sustainable beauty

- Supports healthy skin regardless of age or gender through many years of research, with a focus on three key characteristics found in trees: "water storage", "growth" and "environmental defense".
- More than 90% nature-based formulation of ingredients.*¹ Contains no parabens, silicones or synthetic colorants.
- Blended with mainly tree-derived natural fragrances to soothe, relax and calm, like a forest bath, bringing pure harmony between mind and body.

*¹ All cosmetics products ISO16128 compliant with natural origin index of 90% or more (including water)

[Activities to preserve trees for the future]

◆ Use of upcycled wood in product packaging

- We recycle wood offcuts from the furniture manufacturing process in collaboration with Japanese wooden furniture manufacturer Karimoku Furniture Inc.*²
- We restore fine-quality oaks collected in the Tohoku and Hokkaido regions of Japan by making the best use of and giving them a new mission, resulting in unique variations and depths of grain and color.

*² Karimoku Furniture Inc. <https://www.karimoku.com/index.html>

◆ Efforts to reduce environmental impact

- We actively promote refill products.
- We use plant-derived PET for some plastic bottles and recycled glass for glass containers.
- We sell original reusable bags to customers upon request, rather than free shopping bags.

◆ Participation in forest conservation activities

- We will plant and grow oaks for use in packaging in the "BAUM Forest" in cooperation with Sumitomo Forestry Co., Ltd.*³ Seedlings will also be grown in the BAUM STORE. The first planting is scheduled in 2021.

*³ Sumitomo Forestry Co., Ltd. <http://sfc.jp/english/>

About the store

The store, which offers *BAUM* products, is designed on the concept of an encounter with the blessings of trees. The store aims to serve as a perch for a moment of peace, a sense of natural suppleness and beauty amid the hustle and bustle of urban city life. It provides a space and experience, inviting visitors to experience premium comfort while trying the products and their soothing fragrances.



[Store design: NEWoMan Yokohama store]

Store Information ※As of Monday 23rd March 2020 (Japan Time)

【Store】

30th May 2020 : NEWoManYokohama

July 2020 : Takashimaya Gatemall Tower Nagoya

※Release date at NEWoMan Yokohama has been changed. (As of May 14, 2020)

【Before】 30th May 2020 NEWoMan Yokohama ⇒ 【After】 Early Summer 2020 NEWoMan Yokohama

【Pop up store】

30th May ~ 9th June : Isetan Shinjyuku

6th ~ 21st June : NEWoMan Shinjyuku

June : JR Gate Tower Nagoya

※Pop up stores have been postponed for a limited time (As of May 14, 2020)

[List of Products]

27 products, 45 items

Product name	Category	# of items	Net	Price
BAUM CLEANSING OIL	Makeup remover	1	180ml	No printed price
BAUM CLEANSING EMULSION	Makeup remover	1	180ml	
BAUM CLEANSING CREAM	Makeup remover	1	140g	
BAUM FACE WASH FOAM	Face wash	1	150g	
BAUM FACE WASH GEL	Face wash	1	180ml	
BAUM CLEARING CLAY MASK	Face wash	1	150g	
BAUM EXFOLIATING SCRUB	Face wash	1	150g	
BAUM HYDRO ESSENCE LOTION	Lotion	1	Bottle/Refill 150ml	
BAUM MOISTURIZING CREAM	Cream	1	Bottle/Refill 40g	
BAUM MOISTURIZING OIL	Makeup base oil	1	Bottle/Refill 60ml	
BAUM MOISTURIZING EMULSION	Emulsion	1	Bottle/Refill 100ml	
BAUM AROMATIC HAND WASH	Hand wash	1	300ml	
BAUM AROMATIC HAND CREAM	Hand cream	3	Bottle: 75g, 150g Refill: 150g	
BAUM AROMATIC BODY LOTION	Body lotion	3	S: 180ml L: 300ml	
BAUM AROMATIC ROOM SPRAY	Fragrance	3	Bottle: 100ml Refill: 80ml	
BAUM AROMATIC CANDLE	Fragrance	3	230g	
BAUM EAU DE COLOGNE	Fragrance	1	60ml	
BAUM ECO BAG	Goods	2	Size: S/M	
BAUM GIFT BAG	Goods	2	Size: S/M	

[Suggested retail prices]

27 products, 45 items including refill and size variations

Product name	Category	# of Items	Net	Price (excl. tax) No printed price
BAUM CLEANSING OIL	Makeup remover	1	180ml	4,000 yen
BAUM CLEANSING EMULSION	Makeup remover	1	180ml	4,000 yen
BAUM CLEANSING CREAM	Makeup remover	1	140g	4,000 yen
BAUM FACE WASH FOAM	Face wash	1	150g	3,500 yen
BAUM FACE WASH GEL	Face wash	1	180ml	4,000 yen
BAUM CLEARING CLAY MASK	Face wash	1	150g	4,800 yen
BAUM EXFOLIATING SCRUB	Face wash	1	150g	4,200 yen
BAUM HYDRO ESSENCE LOTION	Lotion	1	Body/Refill 150ml	Body: 6,500 yen Refill: 5,500 yen
BAUM MOISTURIZING CREAM	Cream	1	Body/Refill 40g	Body: 8,000 yen Refill: 7,000 yen
BAUM MOISTURIZING OIL	Makeup base oil	1	Body/Refill 60ml	Body: 8,000 yen Refill: 7,000 yen
BAUM MOISTURIZING EMULSION	Emulsion	1	Body/Refill 100ml	Body: 8,000 yen Refill: 7,000 yen
BAUM AROMATIC HAND WASH	Hand wash	1	300ml	3,000 yen
BAUM AROMATIC HAND CREAM	Hand cream	3	Body: 75g, 150g Refill: 150g	Body (75g): 2,700 yen Body (150g): 5,000 yen Refill (150g): 4,000 yen
BAUM AROMATIC BODY LOTION	Body lotion	3	S: 180ml L: 300ml	S: 3,600 yen L: 5,800 yen
BAUM AROMATIC ROOM SPRAY	Fragrance	3	Body: 100ml Refill: 80ml	Body: 5,000 yen Refill: 3,200 yen
BAUM AROMATIC CANDLE	Fragrance	3	230g	10,000 yen
BAUM EAU DE COLOGNE	Fragrance	1	60ml 10,000 yen	10,000 yen
BAUM ECO BAG	Goods	2	S M	S: 600 yen M: 1,000
BAUM GIFT BAG	Goods	2	S M	S: 800 yen M: 1,200 yen

Prices are not described on products or packages.

When publishing, please refer to the above prices and
append the statement “(researched by the editorial department)”.

Example) BAUM Hydro Essence Lotion 6,500 yen excl. tax (researched by the editorial department)