

Shiseido to Begin Selling Cosmetics in Sri Lanka

Shiseido Company, Limited (“Shiseido”) began selling products of its global prestige brand *SHISEIDO* in the Democratic Socialist Republic of Sri Lanka (hereafter “Sri Lanka”) from March 2020 via its distributor LUXASIA PARTNERS PTE. LTD. With this launch, *SHISEIDO* will be sold in 88 countries and regions (including Japan) around the world.

Background

Currently, under the “Prestige First Strategy” set out in its medium-to-long-term strategy “VISION 2020”, Shiseido aims for growth around the world through marketing initiatives that place top priority on the Prestige business, which is its area of strength. In South Asia, where economic growth is considerable, the company already distributes cosmetics products in India, and positions Sri Lanka as a market with high potential given its population of more than 20 million people and large prestige cosmetics market (as estimated by the company) compared with neighboring countries Laos and Cambodia, which Shiseido has also already entered.

About sales

LUXASIA is headquartered in Singapore and distributes cosmetics products across Asia. By combining its cosmetics sales know-how with regard to the Sri Lanka market and Shiseido’s longstanding prestige marketing experience, the company will strive to improve its presence in Sri Lanka and contribute to the beauty of every consumer.

About *SHISEIDO*

SHISEIDO is a global prestige brand representing the Shiseido Group, which offers skincare, makeup, sun care and fragrance products in 88 countries and regions around the world. Utilizing the latest technology in skincare and makeup, the brand maximizes the power of each unique consumer to be beautiful, and realizes beauty filled with vitality in both mind and soul.

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