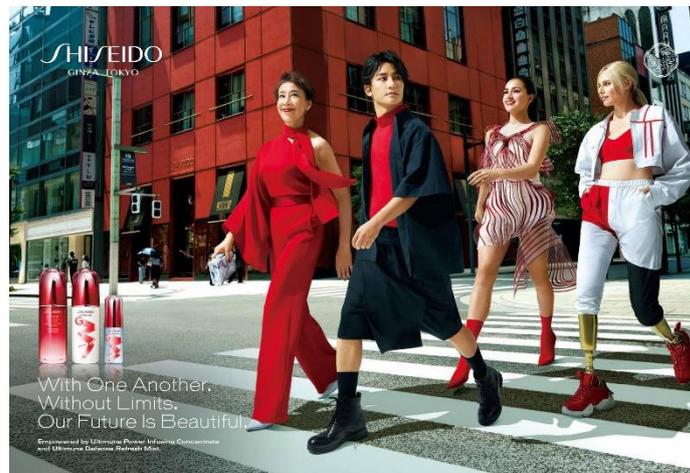


**SHISEIDO Global Campaign:
With One Another. Without Limits. Our Future Is Beautiful.
Coming July 1.**

Shiseido has been joined by four global ambassadors: actress Bibari Maeda, model Lauren Wasser, actor Huang Xuan, and figure skater Alina Zagitova.



Global prestige brand SHISEIDO will kick off its global campaign “With One Another. Without Limits. Our Future Is Beautiful.” on July 1, 2020. Four global ambassadors have signed on for this campaign: Bibari Maeda, an actress with a beauty that transcends age; Lauren Wasser, a model who chooses to find beauty without limitations; Huang Xuan, an actor who aspires to beauty that overcomes stereotypes; and *Alina Zagitova, a world champion figure skater who goes beyond the limits of imagination. Together, these four express that beauty has no boundaries, that as one, with another, we can overcome our limits and create a more beautiful future. (*Alina Zagitova is Shiseido’s global ambassador since 2018.)

The Inspiration behind the Campaign

Founded in Ginza, Tokyo, Shiseido has spent the last 148 years relentlessly innovating, breaking through limits and transcending boundaries to bring more beauty to the world. From being the first Western-style pharmacy in Japan in 1872, to embracing new definitions of beauty, to empowering women, we have consistently expressed our belief: that beauty has no boundaries.

The SHISEIDO brand, bearing the name of the company that has inherited that tradition, helps people be more beautiful from the inside out so they can look and feel their best.

With the uncertainty faced by people across the globe, SHISEIDO, leveraging our heritage and the newly appointed ambassadors, would like to inspire all to overcome their own boundaries – and together move towards a brighter future.

Campaign Overview



The brand campaign brings together four ambassadors on board to spread the message behind the campaign, and will see amplification via digital media buy, OOH and pop-up store activations across the globe. As a tribute to our birthplace in Ginza—a location that in its day represented the pushing of boundaries of embracing Western culture, Shiseido will offer two limited edition products—Ultimune Defense

Refresh Mist and our best-selling Ultimune Power Infusing Concentrate.

About Ultimune™ Defense Refresh Mist

Tokyo's summers is hot and humid. The repeated cycle of sweating when outside and then drying out in air conditioning is making summer conditions a source of stress for more and more people. At the same time, digitalization has brought about a higher awareness of mobility, such that every year brings a greater demand for skincare items that can be used anytime, anywhere.

It is against this backdrop that the new SHISEIDO Ultimune™ Defense Refresh Mist will be released. Between sticky humidity and drying UV rays, summer can easily wreck your skin's balance, but this serum micro mist instantly cools and moisturizes to protect the health of your skin. Its portable size allows the mobility to give your skin the care it needs anytime, anywhere, without even removing your makeup.

The limited-edition package design illustrates the continual, ongoing evolution of the SHISEIDO brand from its roots in Tokyo's Ginza district. A limited-edition size of Ultimune serum and cushion compact case with the same design will also be released.

Products

Three products across three categories

Name	Category	Size
Shiseido Ultimune™ Defense Refresh Mist (Limited release)	Serum mist	Dispenser 30 mL Refill 30 mL
SHISEIDO Ultimune™ Power Infusing Concentrate N Limited Edition (Limited release)	Serum	75 mL
Shiseido Synchro Skin (cushion compact) Limited Edition (Limited release)	-	-

■ Official Website: <https://international.shiseido.co.jp/>

■ Official Instagram: <https://www.instagram.com/shiseido>

About SHISEIDO Global Ambassadors

The four ambassadors come from varied, diverse backgrounds, however, what connects them all is their common belief that #beautyisboundless; that beauty holds strength, power, the ability to bring positivity, inspiration and paint a beautiful future.

“Stay young at heart, and your true beauty will come out.”

—Bibari Maeda



Bibari Maeda

Bibari-san shot her first poster for Shiseido when she was 18 years old. Her bold posture and natural beauty attracted widespread attention at that time. She's been associated with the brand ever since. At the age of 71, she is still active on stage, bringing laughter and inspiration to the people around her. She believes that age is never a limit for beauty, and beauty is eternal.

“Don’t force yourself to accept your destiny—change it.”

—Lauren Wasser

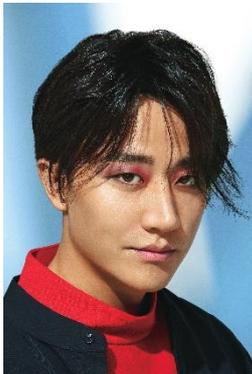


Lauren Wasser

Lauren is a fashion model and activist from the United States. She grew up having a promising career in modeling and basketball. But at the age of 24, she was diagnosed with Toxic Shock Syndrome (TSS) due to a viral infection. This sickness resulted in the amputation of her right leg. After enduring endless pain, her left leg later underwent surgery in 2018. Nevertheless, she did not allow this misfortune to dampen her spirit. Lauren remained strong, optimistic, and excited about what life has in store for her. She continued to pursue her dream and profession and is now known as “The girl with the golden legs”.

“Life has many possibilities, we should embrace them all.”

— Huang Xuan



Huang Xuan

Huang Xuan is a well-known actor from China. He used to be a dancer before getting into acting. Facing all kinds of doubts and frustrations, he remained persistent in the pursuit of his passion and dream career, gaining considerable popularity and acclaim. By exploring a plethora of roles and portraying and living the lives of different characters, Huang Xuan transcends boundaries and labels.

“Imagination is the secret to beauty — it makes beauty boundless.”

— Alina Zagitova



Alina Zagitova

Alina is a world champion figure skater from Russia. Now 18 years old, she has been practicing skating since she was 4, overcoming various obstacles and after winning World Championships in 2019 she became the youngest skater to win all major international competitions. She is skilled at taking on challenges and continues to keep transcending everyone's imagination.

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. In recent years, sales in China, travel retail, and Japan have grown in particular, and Shiseido hopes to continue grow together with Ginza, making its global prestige brand with its roots in Ginza one that will be not only be loved by customers all over the world but also continue to be used with pride by customers in Japan.