

Shiseido Wins First, Second and Third Prizes at 13th China Cosmetics Academic Research Conference

Shiseido Company, Limited (“Shiseido”) won the top three prizes at the 13th China Cosmetics Academic Research Conference hosted by the China Association of Fragrance Flavour and Cosmetic Industries (CAFFCI) held on August 12-14, 2020 in Suzhou City, Jiangsu Province, China. The first, second and third prizes were awarded to three excellent research papers by Shiseido. These prizes also recognize Shiseido’s contribution to technological progress in the Chinese cosmetics industry. To date, Shiseido has received a total of seven first prizes at the conference for outstanding research. Shiseido will continue utilizing the outcomes of its cutting-edge research and advanced technologies to develop the products of its China-exclusive brand *AUPRES* and its global brands such as *Clé de Peau Beauté* and *SHISEIDO*, going forward.

CAFFCI is a nonprofit organization consisting of business entities, institutions, and individuals specializing in activities for cosmetics manufacturing such as essence/fragrance and cosmetics ingredients, as well as equipment/devices, packaging, related R&D activities, design, education, and others. The China Cosmetics Academic Research Conference is held once every two years and is regarded as one of the largest conferences on cosmetics in terms of the number of research presentations and academic debates involved. The participants include many companies, universities, and research institutes in China and overseas, and the best research papers are selected based on outstanding results that contribute to advancing technologies in the Chinese cosmetics industry.

Overview of prize-winning research papers

[First Prize]

Title: Holistic Beauty –the physical relevance of vascular structure in skin-aging and a great discovery of the yeast extract that can help collagen synthesis by promoting vascular function

Presenter: Shiseido Global Innovation Center, Kentaro Kajiya

Overview: We succeeded in visualizing the capillaries inside the skin in three dimensions, and for the first time elucidated the involvement of capillaries in skin elasticity. In addition, it was revealed that the expression level of Integrin $\alpha 5$ in capillaries decreased with age, resulting in the decrease of skin elasticity. Thus, we searched for a drug that increases Integrin- $\alpha 5$, and as a result, it was found that yeast cell extract has the effect of increasing Integrin- $\alpha 5$ expression to keep capillaries healthy, and promoting the production of collagen, which plays an important role in maintaining skin elasticity.

These results suggest that caring for capillaries is important for maintaining skin quality.



[Second Prize]

Title: Peripheral nerves are involved in human skin elasticity– Lavender oil activates nerve cells and enhances collagen production -

Presenter: Shiseido Global Innovation Center, Moe Tsutsumi

Overview: The skin has sensory nerves that sense various stimuli such as temperature and physical, chemical stimuli. Little is known how sensory nerves are involved in skin conditions, and the roles of nerve fibers in the dermis remain unclear. Therefore, we established a technique to construct 3D images of nerve fibers in the deep layer of the dermis, and revealed for the first time that nerve fibers in the skin decrease with age. Furthermore, it was also discovered that the components released from sensory neurons stimulate collagen production in fibroblasts, which are involved in skin elasticity. We also found that lavender oil activates sensory neurons, further promoting the production of collagen in fibroblasts.



[Third Prize]

Title: Retinol remarkably effective in reducing neck wrinkles

Presenter: Shiseido Global Innovation Center, Masahiro Ota

Overview: As it is said that “when you look at their necks, you can understand their age”, neck wrinkles affect appearance and are one of the major skin concerns and of great interest to consumers. However, until now, there have been no reports of cosmetics demonstrating their effectiveness against neck wrinkles based on appropriate clinical trials. Our approved retinol preparations have been confirmed to be effective against wrinkles on the outer corners of the eyes, and approved by the Ministry of Health, Labour and Welfare as a quasi-drug active ingredient to improve wrinkles. This time, we have expanded the application site and evaluated its effectiveness against neck wrinkles. As a result, retinol preparations have demonstrated effectiveness in both visual and instrumental assessments with 8 weeks of application, and were found for the first time to significantly improve wrinkles not only on the outer corners of the eyes but also on the neck.

