

## SHISEIDO launches Sustainable Beauty Actions, a global sustainability initiative in pursuit of a more beautiful world.



Shiseido Company, Limited (“Shiseido”), through its flagship brand SHISEIDO, has launched Sustainable Beauty Actions (SBAS). As part of the global initiative, SHISEIDO will implement a range of sustainability-focused activities and products to create social value unique to the beauty industry.

The SBAS initiative is built upon three key pillars unique to SHISEIDO: “MOTTAINAI” (recycle and reuse), HARMONY (with society and the environment) and EMPATHY (resonate with all). Based on these three pillars, SHISEIDO will act to help create a more sustainable, beautiful future.

To mark the launch of SBAS, SHISEIDO will install an all-new refill service at its Global Flagship Store in Ginza, Tokyo. Named the ULTIMUNE FOUNTAIN, refills will be available from November 19, 2020. In addition, the world’s first biodegradable lip palette, the AquaGel Lip Palette, will be available at the same location from November 1, 2020.

### ■ Sustainable Beauty Actions: The Three Pillars



#### **MOTTAINAI – Beautiful Environment**

In the spirit of respecting the beauty of all things, we will carry out environmental initiatives inspired by the unique Japanese concept of “MOTTAINAI”. This includes reusing, recycling, reducing and replacing with respect .

\*“MOTTAINAI” is a Japanese word that expresses a sense of regret over waste and is a call for gratitude and respect. It is also a concept used by environmentalists to encourage people to reduce, reuse and recycle.



#### **HARMONY – Beautiful Society**

We will nurture the beauty of society by engaging in community-focused activities in harmony with people *and* nature. Under the banner of the SHISEIDO BLUE PROJECT\*, we will continue to protect and support the beaches we love, the oceans we depend on, and the skin we live in. In addition, we will ensure greater transparency with our new SAFE POLICY.

\*The SHISEIDO BLUE PROJECT is an ocean protection initiative introduced by SHISEIDO in 2019. As part of the initiative, we engage in beach cleans, partnerships and other activities. For more information, please visit: <https://brand.shiseido.co.jp/shiseidoblueproject>



#### **EMPATHY – Beautiful Individuals**

Through the concept of #ALIVEwithBeauty, SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute. To ensure Diversity & Inclusion in every aspect of our brand, we respect the rights and freedom deserved by all, and we act with empathy to create a world where individual beauty can shine.

**SHISEIDO introduces a new refill service  
inspired by the “MOTTAINAI” spirit of Japan.**



Plastic is reduced by replacing the dispenser.



Reusable bottle, cap and dispenser.



Recyclable glass is used for the bottle.

**SBAS** SUSTAINABLE  
BEAUTY  
ACTIONS

**SHISEIDO**  
GINZA TOKYO

Stage one of the SBAS initiative includes the launch of the ULTIMUNE FOUNTAIN, a new refill service for SHISEIDO’s iconic ULTIMUNE Power Infusing Concentrate N. Available from November 19, 2020 at the SHISEIDO GLOBAL FLAGSHIP STORE in Ginza, Tokyo.

Customers can bring their empty ULTIMUNE bottles, where they are cleaned in a sanitation-controlled environment before being refilled.

This new service is the culmination of Shiseido’s 100 years of skincare and material research, and is built upon the five Rs (Respect, Reduce, Reuse, Recycle, and Replace) to minimize environmental impact.

With the aim of achieving 100% sustainable packaging\* by 2025, this is SHISEIDO’s first refill service in Japan.

\*Plastic containers and packaging.

**Step 1**



Drop off empty bottles at the dedicated counter.

**Step 2**



Bottles cleaned in a sanitation-controlled environment.

**Step 3**



Bottles refilled with quality and precision.

**Step 4**



Bottles returned to the customer.

**Details**

ULTIMUNE Power Infusing Concentrate N Refill Service (30 ml / 50 ml / 75 ml)

Price (inc. tax): ¥8,250 (30 ml) / ¥12,100 (50 ml) / ¥17,050yen (75 ml)

Time Required: Approximately 1 hour

\*This service requires advance reservation on the SHISEIDO GLOBAL FLAGSHIP STORE website.  
<https://www.shiseido.co.jp/ginza/ultimune-fountain/>

**SHISEIDO GLOBAL FLAGSHIP STORE**

Hankyu Hanshin Ginza Building,

Ginza 3-3-13, Chuo-ku, Tokyo.

[www.shiseido.co.jp/ginza](http://www.shiseido.co.jp/ginza)

The SHISEIDO GLOBAL FLAGSHIP STORE also offers an engraving service for ULTIMUNE Power Infusing Concentrate N.



Introducing the world's first\*<sup>1</sup> PHBH™ cosmetics container: AquaGel Lip Palette.  
Available from November 1, 2020.

To protect the beauty of our Earth and find harmony with our oceans, SHISEIDO has developed the world's first biodegradable polymer PHBH™ cosmetics container. Utilizing KANEKA CORPORATION's 100% plant-derived polymer, the container is biodegradable even in sea water.\*<sup>2</sup>

The AquaGel Lip Palette will be available in limited numbers at the SHISEIDO GLOBAL FLAGSHIP STORE from November 1, 2020.



\*<sup>1</sup>A pioneering environmental innovation in the beauty industry: PHBH™ (a material certified for its marine biodegradability) is used as the product casing's base material. "PHBH" is a trademark or registered trademark of KANEKA CORPORATION.

\*<sup>2</sup>A KANEKA Biodegradable Polymer PHBH™: 100% plant-derived biopolymer originally developed by KANEKA, expected to have excellent biodegradability in a wide range of environments.

**Product Features**

Product name / Category / Net / Price	Information
<p>SHISEIDO AquaGel Lip Palette</p> <p>Limited Edition SHISEIDO GLOBAL FLAGSHIP STORE Exclusive</p> <p>Lip Color 4 gram / 5 colors / 1 SKU</p> <p>¥3,080 inc. tax</p> 	<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p><b>A KISS TO THE SEA</b></p> <p>A limited-edition lip palette featuring five different colors and textures inspired by nature. Created with a commitment to ocean.</p> </div> <ul style="list-style-type: none"> <li>- Watery, translucent colors. Light and comfortable to use.</li> <li>- Hydrates and counteracts dryness.</li> </ul> <p>*Formulated with shea butter, a moisturizing ingredient.</p> <ul style="list-style-type: none"> <li>- Paraben-free formula.</li> <li>- Allergy tested.</li> </ul> <p>*This test does not guarantee that skin trouble will not occur to all people.</p> <ul style="list-style-type: none"> <li>- Fragrance free.</li> </ul> <p><b>Featuring</b></p> <p><b>A: Lip Base</b> Compensates for unevenness and dullness in the lips and provides a moisturizing effect. *Can also be used as a base for lipstick.</p> <p><b>B: Lip Color Balm</b> A lip balm that provides clarity and moisture.</p> <p><b>C: Lip Tint</b> A moisturizing lip tint for a hint of color.</p> <p><b>D: Lip Color</b> A lipstick-type texture with a pure color.</p> <p><b>E: Lip Pearl</b> Can be layered to enhance shine.</p> <p><b>How To</b> Apply a small amount to the lips using the brush included or fingers.</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>A pioneering environmental innovation in the beauty industry: PHBH™* (a material certified for its marine biodegradability) is used as the product casing's base material.</p> <p>After use, please dispose of the product in accordance with the regulations of local authorities.</p> <p>*"PHBH" is a trademark or registered trademark of KANEKA CORPORATION.</p> </div> </div>

**Collaboration Artist: Niky Roehreke**

Niky is a German-Japanese artist born and raised in Tokyo. She now lives a nomadic life between Europe, Japan and the US. Alongside her commercial work, Niky sees art as a tool for social change and peaceful activism. She believes it is the most compelling way to address the urgency of our time and the growing need for a healthy planet.

Website: [www.nikyniky.com](http://www.nikyniky.com) Instagram: @nikyroehreke



## SHISEIDO SBAS Website

A dedicated SBA website was launched on October 15, 2020. The website is home to our Sustainable Beauty vision, and contains information regarding upcoming activities, products and events. It will also become a space for discussion and co-creation between SHISEIDO and our community – a space where consumer voices are heard and Sustainable Beauty can evolve and grow.

The hashtag #ShiseidoSBAS will be used online to drive discussion around Sustainable Beauty, beginning with SHISEIDO's ambassadors and employees.

<https://international.shiseido.co.jp/sbas.html>



## SHISEIDO SBAS Campaign Film

To celebrate the launch of the SBAS initiative and increase awareness among consumers, SHISEIDO will release the SBAS campaign film on its social channels and the SBAS website on October 27, 2020.

## About SHISEIDO

SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, sun care and fragrance products in 88 countries and regions around the world. Through the brand concept of #ALIVEwithBeauty, SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute.

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

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