

## Press Release

**Shiseido Wins Top Award at 31st IFSCC Congress 2020 in Yokohama, Japan**

~First in Congress history, 8 consecutive wins, 24 total top awards~

Shiseido Company, Limited (“Shiseido”) fellow Tomonobu Ezure, Ph.D. has won the top award in the Podium Presentation Basic Research category at the 31st IFSCC Congress 2020 Yokohama, held online from October 21 to 30, 2020. Among a total of 436 research presentation papers\*1 (69 Podium Presentation papers and 367 Poster Presentation papers), his research presentation titled “New horizon in skincare targeting the facial-morphology-retaining dermal ‘dynamic belt’ -Revolution in skin analysis: ‘4D-digital skin’ technology-” was chosen to receive the top award, resulting in an unprecedented, four consecutive Congress award wins by Dr. Ezure.

This achievement makes Shiseido an award winner for eight consecutive Congresses, receiving a total of 28 awards\*2 (of which, 24 are top awards), the largest number of awards won among cosmetics manufacturers in the world.

Going forward, Shiseido will continue to create innovative value with its globally acclaimed research and innovation capabilities, which are a company strength, and will deliver beauty innovations to people all over the world as we strive to accomplish our corporate mission “BEAUTY INNOVATIONS FOR A BETTER WORLD”.

\*1 Initially 441 research presentation papers (69 podium presentation papers and 372 poster presentation papers) were registered, and 5 poster presentation papers were withdrawn.

\*2 Total number of awards includes those received at the IFSCC Conference, which is held in odd-numbered years.

**Outline of award-winning presentation****[Podium Presentation Basic Research Award]**

Title of presentation: New horizon in skincare targeting the facial-morphology-retaining dermal “dynamic belt” -Revolution in skin analysis: “4D-digital skin” technology-

Presenter: Tomonobu Ezure, Ph.D., Shiseido Global Innovation Center, Advanced Research Center

Outline of presentation: Facial appearance changes drastically with age, a major concern among people around the world. This time, through collaborative research with Kyoichi Matsuzaki, Chief of External Plastic Surgery, Faculty of Medicine at the International University of Health and Welfare, together with Jichi Medical University and the National Institute for Physiological Sciences, we have elucidated the mechanism by which facial aging progresses, and found the possibility of new approaches to the improvement of appearance aging. By applying this research, we will further promote the development of new skincare products.



Tomonobu Ezure, Ph.D.



30th IFSCC Congress Awards Winning Ceremony

#### About IFSCC (The International Federation of Societies of Cosmetic Chemists)

IFSCC (The International Federation of Societies of Cosmetic Chemists) was established in 1959 with the participation of cosmetics engineers from eight countries and aims to develop more sophisticated and safe cosmetic technologies through cosmetics engineers around the world. As of today, it comprises approximately 16,000 members from 49 organizations representing 79 countries and regions, and the IFSCC Congress, which is held in even-numbered years, hosts hundreds of research presentations with more than 1,000 participants, acting as a prestigious platform in both name and reality for research presentations on cosmetics and dermatology. Furthermore, the IFSCC Conference, which is held in odd-numbered years for the purpose of educating young researchers and enlightening developing member countries, has bestowed Conference Awards to the best research presentations since 2003.

This year's IFSCC Congress 2020 Yokohama was held online due to the COVID-19 outbreak, with 436 research presentation papers (69 Podium Presentation papers, and 367 Poster Presentation papers) and more than 1,200 participants registered.

◆ Shiseido Corporate Website "Introducing IFSCC Research Awards"

<https://corp.shiseido.com/en/rd/ifsc/>