

Pleasant fragrance. Smoothness. Strength. A hand cream from Ultimune is now available.

Launch on Tuesday, December 1, 2020

~ Moisturizes and protects the skin from dryness and other external damage, leading to smoother, more beautiful hands ~

Shiseido will launch Power Infusing Hand Cream [one product in total] from the Ultimune skincare series, the iconic brand of SHISEIDO, which is sold in 88 countries and regions around the world, on Tuesday, December 1, 2020, in Japan. The product will be sold at approximately 380 stores, mainly department stores nationwide, as well as at SHISEIDO's official website and Shiseido's comprehensive beauty website "Watashi+" (Distributed by Shiseido Co., Ltd.) (International).

◆ In this new lifestyle, the daily routine of washing hands frequently and disinfecting with alcohol can be hard on your hands.

This hand cream will lead you to solid beauty.

◆ SHISEIDO's best-selling serum "Ultimune™ Power Infusing Concentrate N " sells one bottle every 7.1 seconds* worldwide. Power Infusing Hand Cream is a highly functional hand cream that protects and smooths the skin against dryness and other external damage, while retaining its pleasant fragrance.

※Number of shipments January to December 2019 (calculated in 24 hours per day)



[Item list]

1 item, 1 variety in total

Product name	Classification	Volume	Reference retail price
SHISEIDO Ultimune™ Power Infusing Hand Cream	hand cream	50g	2,000 yen (2,200 yen including tax)


For further information on this news release, please contact the Global Communications Department, Shiseido Co.
Phone: 03-6218-5200 (direct)

For inquiries from customers, please call the SHISEIDO Customer Service Center toll-free at 0120-587-289.

Product Features

A healthy, moisturized hand is one that has the ability to protect the skin from dryness and other external stimuli. However, dry and rough skin on hands due to handwashing or disinfection with alcohol can create gaps in the stratum corneum of the skin's surface, making the skin prone to damage. SHISEIDO focuses on the protective functions of hand skin against damage. In addition to the ImuGeneration Technology™ in ULTIMUNE serum, the new hand cream to be launched is equipped with a new technology called "Multi-Defense Shield". Its moisturizing effect protects the skin's barrier function by retaining moisture in the stratum corneum, while covering the surface of the skin with oil to protect it from the adhesion of airborne particles such as pollen, dust and dirt.

[Product Description] *Prices are for reference only (may vary by store).

Product Name, Volume and Price	Product Features
<p>SHISEIDO Ultimune™. Power Infusing Hand Cream</p> <p><Hand cream> 50g 2,000 yen (2,200 yen including tax)</p> 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Pleasant fragrance. Smoothness. Strength. A hand cream from Ultimune is now available.</p> </div> <ul style="list-style-type: none"> ○Moisturize and protect from external damage such as dryness caused by hand washing and disinfection, making the skin on your hands smooth and beautiful. - Equipped with "Multi-Defense Shield", a new technology that utilizes highly adhesive oil components. - with "ImuGeneration Technology™". ○Prevents the adhesion of fine powder in the air. ○A pleasant and lasting green floral scent that leaves you feeling refreshed and comfortable. ○Smoothly stretches and blends quickly into the skin, leaving no sticky residue on the hand after application. ○Easy to carry in a tube container. <p>Usage</p> <ul style="list-style-type: none"> ●Take an appropriate amount and massage it into your hands.

SHISEIDO official website: <https://brand.shiseido.co.jp/>