

E F F E C T I M

**Comes the debut of new brand EFFECTIM,
revolutionary aging care expert*1 from Japan**

EFFECTIM Co., Ltd., the joint venture established by Shiseido Company, Limited (“Shiseido”) and YA-MAN LTD. (“YA-MAN”), will launch new aging care brand*1 EFFECTIM (4 products, 4 types) in Japan and China in 2021 Spring*2.

*1 Age-based expertise in moisturizing care through compatible beauty devices and cosmetics

*2 Our store location in Japan will be coming soon. Visit our official website <https://www.effectimbeauty.com/en/>

**Background**

Through the benefits of cutting-edge technology and advancement of global living standards, we may expect our lifespans to extend even further. EFFECTIM is created to empower people who want autonomy to shine as their true selves throughout this lifetime. Originated in Japan, EFFECTIM aims to be your aging care expert and “life partner for supple skin”.

About EFFECTIM

EFFECTIM uses the cutting-edge technologies of skin analysis, cosmetics and beauty devices based in advanced skin science research, delivering more personalized efficacy through the fusion of our physics (beauty device) and life science (skincare) strengths and our ability to micro-analyze individual skin conditions with unique 3D technology. By providing optimal care to each person, EFFECTIM helps bring out the possibilities of skin and give rise to new beauty. Furthermore, we continuously track and understand changes in skin condition to maintain that person’s beauty throughout their lifetime—providing solutions to aging care unlike any before.

EFFECTIM helps continuously bring out new beauty through STEM (Special Treatment as the Essential Method) Technology, a fusion of physics (beauty device) and life science (skincare) energies. Beauty devices are equipped with STEM Multi Force unique technology; seven electrodes produce multiple charges simultaneously which target and approach the depths of the skin. Skincare includes a STEM Complex*3 of condensed effective ingredients derived from cutting-edge skin science expertise.

*3 HYDROLYZED YEAST, INOSITOL, PRUNUS SPECIOSA LEAF EXTRACT, CINNAMOMUM CASSIA BARK EXTRACT, PINUS SYLVESTRIS CONE EXTRACT, ROSA DAMASCENA FLOWER WATER, GLYCERIN: moisture.

About the in-store experience

The first step is 3D skin analysis conducted by a unique skin analysis pod at an in-store location. Based on results, counseling is provided from a coach with specialized knowledge. Periodic skin analysis service and other support is also provided on an ongoing basis, through which we help to enable long-term, continuously renewed beauty.







For inquiries from customers, please call:0120-81-4710

EFFECTIM official website <https://www.effectimbeauty.com/en/>

【Product list for Japan market】

4 products, 4 types

Name	Type	Vol	Unit	Price
EFFECTIM 3D Beauty Lifting Activator 	Facial product	-	1	No printed price
EFFECTIM 3D Beauty Lifting Serum (Brand name: EFFECTIM The Serum) 	Serum	30mL	1	
EFFECTIM 3D Beauty Lifting Eye Activator 	Facial product (For eyes)	-	1	
EFFECTIM 3D Beauty Lifting Eye Cream (Brand name: EFFECTIM The Eye Cream) 	Eye cream	15g	1	