

**SHISEIDO MEN Reinvents its Series
Combats the 3 Weaknesses of Male Skin**
Skincare and makeup products based on the latest research,
nurtures a healthy energetic look



Shiseido Company, Limited (“Shiseido”) is announcing the release of the SHISEIDO MEN’s all new product series which will start sales sequentially worldwide from March 2021. This exciting series will now include makeup products to be newly added to skincare products such as “SHISEIDO MEN Ultimune™ Power Infusing Concentrate”. SHISEIDO MEN is the prestige men’s series of “SHISEIDO” and is currently marketed in 88 countries and regions around the world.

- The SHISEIDO MEN is being reborn. These technology-packed skincare products care men’s skin by drawing on cutting-edge skincare research into the specific nature of male skin. New makeup products being added to the lineup have been specially developed to improve men’s confidence.
- Since its market launch in 2003, SHISEIDO MEN has been a leader in the prestige men’s category. Drawing on its ground-breaking male skincare research, Shiseido has identified three primary areas of concern for male skin when compared to female skin: 1) inferior defensive power, 2) lower antioxidant capacity and 3) lesser ability to recover from damage. Shiseido is putting this knowledge to work to develop new product’s renewed commitment to support men’s skin health.
- SHISEIDO’s best-selling skincare product, “Ultimune™ Powerizing Concentrate” is now available for men with the introduction of “SHISEIDO MEN Ultimune™ Power Infusing Concentrate.” The new Soft Shell Emulsification Technology realizes a non-sticky texture while maintaining reliable effectiveness after application.

DEVELOPMENT BACKGROUND

SHISEIDO MEN is an essential skincare series focusing on the barrier function of male skin. Selling first in Italy and Germany in 2003, SHISEIDO MEN was introduced into the Japanese market in 2004, leading the prestige men's skincare market category. For many years Shiseido has conducted research into skin physiology and user preferences, taking into account age and gender. From this study, three major vulnerabilities of male skin have been identified: inferior defensive power, lower antioxidant capacity and inability to resist and recover from damage. Now SHISEIDO MEN is applying this knowledge to introduce a new approach for men’s products that releases the natural power of the skin by focusing on the specific skin characteristics of men.

SERIES CONCEPT

SHISEIDO MEN is a series of high-quality, high-performance men's skincare and makeup products. This product series has benefitted by Shiseido's years of cutting-edge scientific research specialized in the study of the physiology of 'human skin. Since its birth in Ginza, Tokyo, in 1872, Shiseido has been creating a new value of beauty through the fusion of science and art. Now, SHISEIDO MEN demonstrates that beauty on the outside gives confidence and vitality that lead to inner beauty. This virtuous circle takes on new dimensions and energy to maximize positive impressions. Through the brand concept of #ALIVEwithBeauty, Shiseido believes that SHISEIDO MEN's products, particularly in this stressful time, bring out the beauty of men around the world.



PRODUCT FEATURES

For this relaunching, the new SHISEIDO MEN product series has been engineered by making use of knowledge of Shiseido's dermatology research, which identified the three main vulnerabilities of male skin; inferior defensive power, lower antioxidant capacity and inability to resist and recover from damage. The lineup includes skincare products such as flagship product "SHISEIDO MEN Ultimune™ Power Infusing Concentrate " which uses new Soft Shell Emulsification Technology to achieve a non-sticky texture while maintaining the feeling of effectiveness. Also, newly joining makeup products include "SHISEIDO MEN Targeted Pencil Concealer" and "SHISEIDO MEN Eyebrow Fixer Duo" which help the user achieve a more positive impression.

[PRODUCT SUMMARY]

■ Released in March 2021

*Manufacturer's suggested list price

Product Name Category Quantity	Features
<p>SHISEIDO MEN Ultimune™ Power Infusing Concentrate <Facial Essence></p>  <p>30ml</p>	<p>Uses knowledge of the three main vulnerabilities of male skin which are key to healthy skin. Nurtures skin texture with Triple Tsubaki, GL extracts*¹ formulation technology leading to smoother skin.</p> <ul style="list-style-type: none"> ○ Prevents skin from becoming rough and dry. ○ Makes facial fine lines caused by dryness less visible*². ○ Apply after shaving for post shaving care to tone skin. ○ Provides 32 hours of hydration*³. ○ Leaves a bright, lively and healthy impression. <p>*¹ From Tsubaki (Japanese camellia) seed extract, Tsubaki flower extract, Tsubaki leaf extract and glycerin/moisturizer. *² Questionnaire tested on 103 subjects. *³ Clinically tested on 20 subjects.</p> <p>How to use:</p> <ul style="list-style-type: none"> ● Apply after washing face, shaving or after applying skin toner. ● Push dispenser twice to release onto palm and apply to face.
<p>SHISEIDO MEN Face Cleanser <Facial cleanser></p>  <p>125ml</p>	<p>Washes out excess sebum and dirt from deep in pores while retaining essential moisture by the action of a rich foam containing skincare ingredients that help prevent oily skin or blemish.</p> <ul style="list-style-type: none"> ○ Cleans up excess oil and dirt but preserves the skin's necessary moisture. ○ Also can function as a shaving foam. ○ Also can be used as an easy makeup remover*¹. ○ Feel refreshed by the clean finish. ○ Formulated with selective cleansing ingredients, maintains necessary skin moisture, and washes away oil and dirt. <p>*¹ For SHISEIDO MEN Visual Enhancer and Clear Stick UV Protector</p> <p>How to use</p> <ul style="list-style-type: none"> ● After wetting your entire face, squeeze out approximately 1cm (1g) of the product onto clean palm. Lather well with cold or lukewarm water. Move hands over face to wash, then rise well.

SHISEIDO MEN
Energizing Moisturizer Extra
Light Fluid
<Facial Moisturizing Emulsion>



100ml

A moisturizing emulsion with a smooth and silky texture invigorates skin through the power of hydration that absorbs immediately*¹.

- Makes fine lines on the face caused by dryness less visible*².
- Supports the barrier function that keeps skin moistened to protect good skin condition from dryness after washing or shaving. Provides hours of effective hydration.
- Feels relaxing and helps skin to give a vibrant impression.
- Formulated with Tsubaki GL extracts

*1 Reach Stratum corneum

*2 Questionnaire tested on 101 subjects

How to use

- After washing face or shaving, push dispenser twice (about 1ml) to release onto palm, then apply carefully and evenly over face.
- In case of using SHISEIDO MEN Ultimune™ Powerizing Concentrate, apply moisturizer afterwards.

SHISEIDO MEN
Clear Stick UV Protector
<UV Protector, Stick Type>



20g


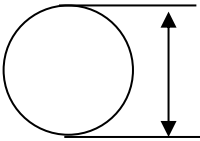
Stick type clear UV Protector to apply directly to skin without messing up hands.


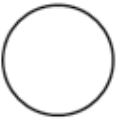


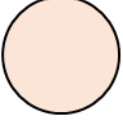
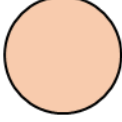
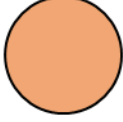
- Not only protects skin from strong UVA/UVB rays during the daytime but also equipped with SynchroShield™ with a sun protective veil that becomes even with heat, sweat and water*¹.
- Protects skin from damage due to environmental factors such as dry air, pollution including dirt and dust.
- Provides good sweat- and sebum-resistance as well as highly waterproof.
- High UV protection effect as (SPF) 50+ / PA ++++) protects skin from UV damage.
- Easy to apply to skin anytime, anywhere without messing up hands.
- Formulated with camellia oil.




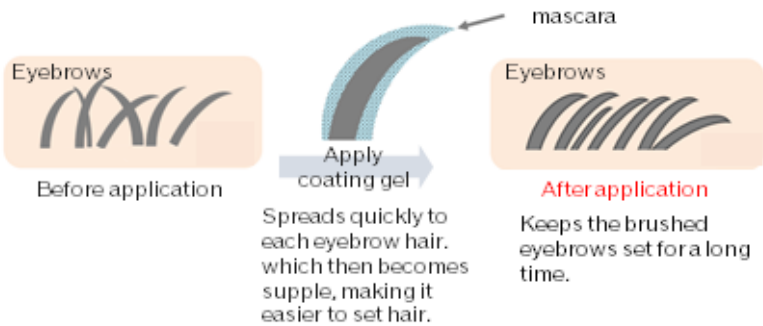
*1 Improves the evenness of sun protective veil and keeps the effect stable.

How to use

- Twist stick upward about 1cm and apply evenly while moving stick in a zigzag pattern.
- Apply generously with finger to the area where reaching

	<p>with stick may be difficult such as the edge of eyes or around nose.</p> <ul style="list-style-type: none"> ● Use an adequate amount of product to ensure sufficient UV protection. ● After swimming or wiping with towel, reapply as necessary. ● To remove protector, wash away thoroughly using cleanser.
<p>SHISEIDO MEN Vibrant BB Moisturizer <Skin-toned Day Cream ></p>  <p>40g</p>	<p>Creates natural complexion to lead a brighter, vibrant impression in just one swipe.</p> <ul style="list-style-type: none"> ○ Smoothly conceals imperfections such as dark circles, blemishes, pores, redness, acne scars and after shave shadows. ○ Can be used as a daytime moisturizer, keeping skin moist during the daytime, ○ Provides hours of hydration^{※1}. ○ Visibly improves rough skin in 4 weeks^{※2}. ○ Prevents skin damage from UV rays with its UV protection effect (SPF 30 · PA+++). ○ Creates natural complexion to give a vibrant impression. ○ Maintains confidence that a positive impression is made every day. ○ Compounded Tsubaki SD extract ○ Compounded color changing powder to suit various face skin colors. <p>*1 Clinically tested on 20 subjects. *2 Clinically tested on 32 subjects.</p> <p>How to use</p> <ul style="list-style-type: none"> ● After conditioning face with skincare products, dispense an appropriate amount onto fingertips and apply to cheeks. Next apply evenly over face in large circular motions starting from the center and moving outwards to blend into skin. ● If more coverage is desired, take a small amount on fingertips and layer it on the area of concern. ● Use an adequate amount to ensure sufficient UV protection.  <p>Actual maximum size recommended for coverage (about \varnothing7mm)</p>

<p>SHISEIDO MEN Moisturizing Lip Creator <Lip Cream></p>  <p>Color/colorless options • 2g</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Colorless</p> </div> <div style="text-align: center;"> <p>Color change</p>  <p>Tinted</p> </div> </div>	<p>Formulated with highly moisturizing ingredients to reproduce healthy-looking lips.</p> <ul style="list-style-type: none"> ○ Gives a healthy lip complexion with daily use. ○ Overcomes roughness or flaking caused by dryness in 2 weeks. ○ Preserves moisturizing effect for hours. ○ Protects lips from damage by UV rays with its UV protection property (SPF 18). ○ Formulated with camellia oil <p><Only in the tinted version></p> <ul style="list-style-type: none"> ○ Keeps lips healthy each time used. <p>How to use</p> <ul style="list-style-type: none"> ● Twist upwards about 5mm and apply directly to lips. ● Use an adequate amount to ensure sufficient UV protection.
<p>SHISEIDO MEN Targeted Pencil Concealer <Concealer></p>  <p>3 color options • 4.3g •</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>(LIGHT)</p> </div> <div style="text-align: center;">  <p>(MEDIUM)</p> </div> <div style="text-align: center;">  <p>(DARK)</p> </div> </div>	<p>Instant solution for concealing blemishes to show a healthier complexion.</p> <ul style="list-style-type: none"> ○ Lightweight non-sticky texture provides a smooth finish. ○ Hours long effectiveness. ○ Conceals troublesome blemishes and provides a subtle natural finish. ○ Comes in easy-to-apply pencil form. ○ Formulated with safflower oil/moisturizer ○ Formulated with camellia oil. <p>How to use</p> <ul style="list-style-type: none"> ● Apply directly to areas of concern and use fingertips to blend edges with the rest of skin. ● To cover more, layer it on the targeted area.
<p>SHISEIDO MEN Eyebrow Fixer Duo <Eyebrow controller></p>	<p>2-in-1 eyebrow controller makes it easy to draw eyebrows</p> <ul style="list-style-type: none"> ○ Combined use of pencil and coating gel makes the effect long lasting. ○ Pencil <ul style="list-style-type: none"> · Draw eyebrows with a light touch. · Easy to achieve natural coloring by increasing the ratio

 <p>0.33g (Pencil) 2ml (Coating gel) 2 color options</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  (BLACK) </div> <div style="text-align: center;">  (BROWN) </div> </div>	<p>of wax to coloring material.</p> <ul style="list-style-type: none"> ○ Coating gel <ul style="list-style-type: none"> • Keeps the brushed eyebrows set for a long time. • Made from combining a setting agent and a coloring material with an aqueous base resistant to sebum. ○ Eyebrows are important in making an impression and can be adjusted to create a clean and sophisticated look. ○ Formulated with safflower oil / moisturizing , camellia oil / Emollient (encil). ○ Formulated with sericin (coating gel) <div style="text-align: center;">  <p>Before application</p> <p>Apply coating gel</p> <p>Spreads quickly to each eyebrow hair. which then becomes supple, making it easier to set hair.</p> <p>After application</p> <p>Keeps the brushed eyebrows set for a long time.</p> </div> <p>How to use</p> <ul style="list-style-type: none"> ● Twist pencil upwards about 1 to 2mm to draw eyebrow, then apply gel using coating gel side of brush to set eyebrow.
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■SHISEIDO official site <https://international.shiseido.co.jp/lp-shiseido-men.html>