

**Brand SHISEIDO becomes official partner of the
'We Are One Ocean' Campaign, Calling for
Protection of 30% of the Ocean by 2030**

***Visit weareoneocean.org to join the movement and sign the
We Are One Ocean 30x30 petition***



Shiseido Company, Limited is proud to announce global prestige brand SHISEIDO is now an official partner of the *We Are One Ocean* campaign, which calls for the protection of 30 percent of our one ocean by 2030 (30x30).

The partnership builds on the brand's relationship with The World Surf League (WSL), the global home of surfing; and WSL PURE, the WSL's nonprofit committed to inspire, educate, and empower ocean protection, and is the latest initiative from the 'SHISEIDO BLUE PROJECT'.

The *We Are One Ocean* campaign encourages people around the world to join the global movement in support of 30x30 and sign the *We Are One Ocean* petition at weareoneocean.org.

We Are One Ocean is building support for the 30x30 biodiversity targets designed to protect nature and life on Earth, with a specific call to fully and highly protect 30% of the global ocean. Those who sign the *We Are One Ocean* petition will be part of a growing international community urging world leaders to adopt 30x30 at an upcoming United Nations Convention where these targets will be decided.

Through the *We Are One Ocean* campaign, brand SHISEIDO will continue its work with WSL, WSL PURE and the world's leading professional surfers to help improve the health and beauty of our planet's ocean.

Beginning February 15, exclusive campaign content will be released on the brand SHISEIDO official Instagram (@Shiseido).

About *We Are One Ocean*

Led by the World Surf League and WSL PURE, *We Are One Ocean* is building support for the 30x30 diversity targets designed to protect nature and life on Earth, with a specific call to protect 30% of the global ocean. Those who sign the petition will be part of a growing international community urging world leaders to adopt 30x30 at an upcoming United Nations Convention where these targets will be decided.

The campaign was created by WSL PURE, WSL's non-profit, which has built a growing coalition of more than 60 Non-Governmental Organizations (NGOs) and corporations in support of *We Are One Ocean*.

About SHISEIDO's Sustainability Initiatives

Sustainable Beauty Actions (SBAS) is a new, global initiative through which 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.

The *We Are One Ocean* partnership falls under the HARMONY pillar and is an extension of the SHISEIDO BLUE PROJECT. Launched in 2019 in association with WSL and WSL PURE, the SHISEIDO BLUE PROJECT promotes ocean conservation through initiatives such as beach cleans and sand dune planting to safeguard shorelines.

Brand SHISEIDO is also the official sunscreen of the World Surf League North America.

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

SHISEIDO BLUE PROJECT website: <https://international.shiseido.co.jp/shiseidoblueproject.html>

About SHISEIDO

SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, suncare 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/>

About the World Surf League (WSL)

Established in 1976, the World Surf League (WSL) is the home of the world's best surfing.

A global sports, media and entertainment company, the WSL oversees international tours and competitions, a studios division creating over 500+ hours of live and on-demand content, and via affiliate WaveCo, the home of the world's largest high performance, human-made wave.

Headquartered in Santa Monica, California, the WSL has regional offices in North America, Latin America, Asia Pacific, and EMEA.

The WSL annually crowns the men’s and women’s surfing World Champions. The global Tours and Competition division oversees and operates more than 180 global contests each year across the Championship Tour, the development tiers, including the Challenger, Qualifying and Junior Series, as well as longboard and big wave properties.

Launched in 2019, WSL Studios is an independent producer of unscripted television projects, including documentaries and series, which provide unprecedented access to athletes, events, and locations around the world. WSL events and content are distributed on linear television in over 743M+ homes worldwide and across digital and social media platforms around the world, including WorldSurfLeague.com.

WaveCo includes the Surf Ranch Lemoore facility and the utilizing and licensing of the Kelly Slater Wave System.

The WSL is dedicated to changing the world through the inspirational power of surfing by creating authentic events, experiences, and storytelling to inspire a growing, global community to live with purpose, originality, and stoke.

For more information, please visit WorldSurfLeague.com.



About WSL PURE

PURE stands for Protecting, Understanding, and Respecting the Environment, and is the non-profit of the WSL. Founded in 2016, WSL PURE is on a mission to inspire, educate, and empower ocean protection, starting with the global surf community. WSL PURE is specifically focused on addressing the climate crisis, marine plastic pollution, and ocean health.



PURE leverages the WSL’s incredible platform to shine a light on the people making a difference – environmentalists, athletes, advocacy organizations, communities, individuals – and collaborates with world-class, non-profit partners.

For more information, please visit wslpure.org.

