

**Beauty circulates with every pulse, generating strength.
New SHISEIDO ULTIMUNE launching on July 1, 2021**

Brand SHISEIDO infuses its iconic serum with a world-leading discovery through the power of science: The Lifeblood™.

The prestige brand SHISEIDO, which currently markets in 88 countries and regions around the world, is globally launching ULTIMUNE™ Power Infusing Concentrate III, on July 1, 2021 (single item with 3 varieties). With a new enhanced formula and packaging, the serum is a renewal of the iconic serum ULTIMUNE Power Infusing Concentrate N. In Japan, the items will be available at approximately 380 stores nationwide, mainly department stores, and on Shiseido's comprehensive beauty website "Watashi Plus" (marketed by Shiseido International Co., Ltd.).

- ◆ SHISEIDO launched ULTIMUNE as the brand's symbolic item in 2014 and renewed it in 2018. With its unique value of "bringing out the natural beauty of skin," ULTIMUNE has developed a loyal following, with users of diverse ethnicities, ages, skin types and genders. It is now so popular that a consumer chooses ULTIMUNE every 6.8 seconds*1. It has also won 200 beauty awards*2 worldwide.
- ◆ ULTIMUNE's renewal is powered by The Lifeblood™*. This new development works with ULTIMUNE's unique new ImuGenerationRED Technology™ helps strengthen skin's inner defenses now, and into the future. The result is smoother, more resilient skin with its radiance recharged, for a healthy vibrant look.

*The Lifeblood™ represents a new beauty concept, with the goal of bringing each person's beauty forward from within, and keeping it continually renewed.

*1 Manufacturer's shipment volume: units shipped January-December 2020 (calculated as 24 hours per day)

*2 Total number of awards worldwide as of December 2020.



【Product Summary】

A single product with 3 varieties

| Product name | Category | Size | Reference retail price |
|--|----------|------------------|---------------------------------------|
| SHISEIDO ULTIMUNE™ Power Infusing Concentrate III | Serum | 50mL | JPY 12,000 (JPY 13,200 including tax) |
| | | 30mL | JPY 8,000 (JPY 8,800 including tax) |
| | | (refill) 50mL | JPY 11,500 (JPY 12,650 including tax) |

Please direct any inquiries regarding this press release to Global PR, Shiseido Company, Limited.
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*For customer inquiries, please dial SHISEIDO customer service at this toll-free number: 0120-587-289

Sales Background

Now a symbol of the brand as a whole, SHISEIDO ULTIMUNE was launched in 2014 and evolved in 2018 as ULTIMUNE™ Power Infusing Concentrate N. Its unique value of “bringing out the natural beauty of the skin” has gained a loyal following, with users of diverse ethnicities, ages, skin types and genders. It has become so popular that a consumer chooses ULTIMUNE every 6.8 seconds*¹. It has also won 200 beauty awards*² worldwide.

SHISEIDO’s global survey on “ideal skin”*³ revealed clearly that most consumers worldwide share the same desire when it comes to their skin. They describe wanting “the moment when I feel my skin is beautiful to last longer.” In addition, the survey showed that beauty needs are changing as the COVID-19 pandemic continues, and that awareness of “bare skin” is increasing throughout the world. In Japan, the most common desire among participants was to “have beautiful bare skin.”*⁴

¹ Manufacturer’s shipment volume: units shipped January-December 2020 (calculated as 24 hours per day)

² Total number of awards worldwide as of December 2020.

³ Shiseido Global Web Survey, October 2020, 1033 participants from Japan, 600 participants from each of US, China and Italy

⁴ According to 66.2% of the responses.

Product Features

In light of the newly heightened importance of bare skin, SHISEIDO has launched ULTIMUNE’s renewal inspired by The Lifeblood™. New ULTIMUNE with its unique ImuGenerationRED Technology™ defends the beauty of skin, now and into the future. The result is smoother, more resilient skin with its radiance recharged, for a healthy vibrant look. The new formulation retains the rich-yet-dewy texture that absorbs quickly into skin, and the original green floral fragrance that is loved by so many.

ULTIMUNE Refill Service

SHISEIDO now offers the “ULTIMUNE FOUNTAIN” refill service for its ULTIMUNE serum at the brand’s flagship store, SHISEIDO GLOBAL FLAGSHIP STORE. The same service will be available for the renewed SHISEIDO ULTIMUNE Power Infusing Concentrate III. The “ULTIMUNE FOUNTAIN” is part of SHISEIDO’s global focus on creating social value unique to a beauty company through sustainable activities and product development. This service allows customers to bring in their used bottles, clean them in a hygienically controlled environment, and refill them under thorough hygiene management.

【Details of service】

Target product : SHISEIDO ULTIMUNE Power Infusing Concentrate III

Price : 30mL JPY 8,250 including tax, 50mL JPY 12,100 including tax, 75mL JPY 17,050 including tax


Time required: approximately 1 hour

*Reservation through the website of SHISEIDO GLOBAL FLAGSHIP STORE is required in advance.

*The website is only available in Japanese.

<https://www.shiseido.co.jp/ginza/ultimune-fountain/>

【Product Summary】 *Reference retail price (prices may vary at individual stores)

| Product Name, Volume, Price | Product features |
|--|---|
| <p>SHISEIDO ULTIMUNE™ Power Infusing Concentrate III</p> <p><Serum></p> <p>50mL JPY 12,000 (JPY 13,200 including tax)</p> <p>30mL JPY 8,000 (JPY 8,800 including tax)</p> <p>(refill) 50mL JPY 11,500 (JPY 12,650 including tax)</p>  | <p>Beauty circulates with every pulse, generating strength. Skin stays resilient against aging damage now, and in the future.</p> <p>New ULTIMUNE beauty serum with The Lifeblood™, Power of Science.</p> <p>A world-first approach from SHISEIDO. An innovative serum that optimizes your circulation, to bring out inner strength and beauty. Skin becomes smoother and more resilient, with its radiance recharged. Experience a healthy vibrant look in just 3 days.</p> <ul style="list-style-type: none"> oFeatures original ImuGenerationRED Technology™, to deliver moisturizing collagen element GL*³ and other beauty ingredients to every corner of the skin. <small>*3 Hydroxyproline, glycerin</small> oThe rich yet dewy texture absorbs quickly into skin. oThe green floral fragrance promotes a sense of relaxation and refreshing energy. oContains no parabens (preservatives) oNon-comedogenic and dermatologist-tested. (No assurance that acne would not form, or that no user would experience allergy.) <p>How to use</p> <ul style="list-style-type: none"> ●Use every morning and evening after cleansing and before moisturizing. ●When using with other serums, first apply SHISEIDO ULTIMUNE™ Power Infusing Concentrate III. ●Push the pump twice to dispense formula onto palm of hand and smooth evenly over face. smooth evenly over the face. |