

**New ambassadors for SHISEIDO's POWER IS YOU campaign represent beauty's power to change**



JULY 1 Shiseido Company, Limited (“Shiseido”) is announcing that its flagship prestige brand, SHISEIDO, is launching a new global campaign, POWER IS YOU, featuring three inspirational ambassadors, Megan Rapinoe, Hikaru Utada and Ursula Corbero. With diverse backgrounds in sport, art and social activism each ambassador will use her power as a beautiful force in the world.

Megan Rapinoe, Hikaru Utada and Ursula Corbero are much more than attractive faces on billboards. As activists, leaders and artists, these remarkable women have powerful and unique stories of their own which resonate strongly with SHISEIDO’s brand values. Through their inspirational lives, SHISEIDO celebrates diversity and empowers people across all borders by highlighting the power of inner beauty to transform society for the better.

A new understanding of beauty as courage, strength, and the power to speak up will be illustrated by a series of short, inspirational Power Talk films featuring the ambassadors, who have each found beauty in their power. The new song “Find Love” by Hikaru Utada will be unveiled as the POWER IS YOU campaign anthem.

Alongside the new SHISEIDO ULTIMUNE Power Infusing Concentrate III, POWER IS YOU seeks to empower everyone to release their innate energy, recharge their own beauty and use their power as a beautiful force in the world.

**NEW SHISEIDO ULTIMUNE**

SHISEIDO ULTIMUNE Power Infusing Concentrate II 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.

## **ABOUT THE GLOBAL CAMPAIGN: POWER IS YOU**

New lifestyles are proliferating and individuals are interacting in new ways all around the world. Increasingly disinterested in the pursuit of material affluence, people everywhere are finding value in products or actions that build self-respect and celebrate diversity. In this new normal, we seek true value for ourselves and for our world.

We are also spending more time at home and are paying closer attention to our bare skin. As a result, there is increased demand for “holistic care” that beautifies the skin from the inside in a more fundamental and personal way. By releasing the new SHISEIDO ULTIMUNE Power Infusing Concentrate III with this global campaign, POWER IS YOU, SHISEIDO seeks to empower everyone to release their innate energy, recharge their own beauty and use their power as a beautiful force in the world.

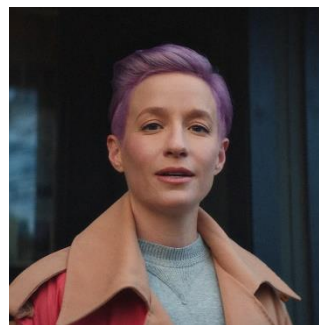
The POWER IS YOU global campaign, which opens today, features a key visual and movie spotlight on our new the three ambassadors. The key visual expresses “Beautiful Force”. The movie’s message is that the powerful force of your inner beauty can transform society for the better.

## **INTRODUCING THE GLOBAL CAMPAIGN AMBASSADORS**

Through their own personalities and lifestyles, each of these three global ambassadors represent our campaign’s message, POWER IS YOU. By their positive pulse and inspiring words they show that POWER IS YOU brings out the power of beauty within and transforms all into a beautiful force that brings about better change in society.

**Beauty to me is a very personal thing. We can’t define what is beautiful for someone else. Everyone must find their beauty within.**

**By Megan Rapinoe**



Two-time World Cup Champion and co-captain of the US Women’s National Team, Megan Rapinoe is a fan favorite and one of the team’s most technical players. A vocal leader on and off the pitch, Megan helped lead the U.S. Women’s National Team to the 2019 Women’s World Cup Championship scoring some of the biggest goals of the tournament. Megan took home the tournament’s two top honors – the Golden Boot for top scorer, and the Golden Ball for the best player in the tournament.

Megan is an advocate for equality for all, and has been able to intersect her passion for humanity and authenticity.

**To me, inner beauty means having the courage to be honest with yourself.**

**Empowering yourself means knowing and believing in yourself.**

**By Hikaru Utada**

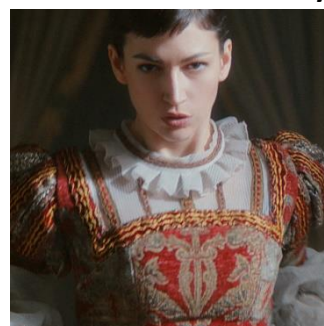
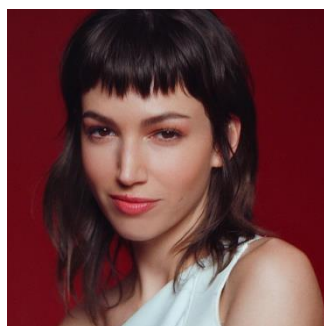


Born in the United States to Japanese parents, Hikaru Utada is a singer/songwriter and producer. Her first album "First Love" released in 1999 and was an instant success, becoming the country's best-selling album of all time, and still holding the honor to this day. She was featured on the cover photo of the 2001 "Music Goes Global" issue of the US news magazine Time alongside U2's Bono and Bjork, and by the end of the 2000s, Utada was deemed "the most influential artist of the decade" in the Japanese music landscape by The Japan Times. Utada's commercial success has made her one of Japan's top selling recording artists of all time with over 37 million albums.

Utada announced a hiatus from her music career in 2010 to focus on her personal growth, returning to her career of music in April 2016. The international audience would recognize her contribution to the Square Enix /Disney video game series Kingdom Hearts, where she wrote and produced theme songs for each game in the series. "Face My Fears," the most recent 2019 collaboration with Skrillex and the opening theme for KINGDOM HEARTS III, charted in the US Billboard Top 100. Her 2021 single and "EVANGELION:3.0+1.0 THRICE UPON A TIME." theme song, "One Last Kiss," charted in 33 countries and regions worldwide as well as the Spotify Global Viral Chart.

**Beauty comes from positivity. It is feeling energy, feeling life. If you want something, try. If you make a mistake, remember life is not perfect. Imperfection is beauty too.**

**By Ursula Corbero**



Ursula Corbero gained international fame after her role as "Tokyo" in the Netflix series, "La Casa de Papel" (Money Heist).

Born in 1989 in Barcelona to a family of non-actors, she scored her first major role with Catalan TV at the age of 13.

In October 2018, Corberó was appointed as the ambassador of the Fiorever collection by Bvlgari. She's been the face of several brands over the years. She also created the Harajuku collection for

the eyewear brand Multiópticas in 2018.

She is one of the most followed Spanish celebrities on Instagram with more than 20 million followers.

She is committed to philanthropy and has shown her support for several social causes over the years, including Breast cancer awareness, Childhood cancer, Climate change awareness et al. She is the co-founder of Ymas, a company of artists that allows people to attend films premieres, behind the scenes and more.

### **ABOUT SHISEIDO**

SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skin care, make up, sun care and fragrance products in 88 countries and regions of the world. SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute. As the global prestige brand with roots in Tokyo's Ginza district, Shiseido expects that SHISEIDO, loved by people around the world, will continue to grow.

#### **SHISEIDO Brand Site**

<https://international.shiseido.co.jp/>

#### **POWER IS YOU Campaign Special Site**

<https://brand.shiseido.co.jp/utm-special.html>

#### **Instagram**

<https://www.instagram.com/shiseido/>


## ABOUT SHISEIDO ULTIMUNE POWER INFUSING CONCENTRATE III

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. 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.

\*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】

Product Name, Volume, Price	Product features
<p>SHISEIDO ULTIMUNE™ Power Infusing Concentrate III</p> <p>&lt;Serum&gt;</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><b>Beauty circulates with every pulse, generating strength. Skin stays resilient against aging damage now, and in the future.</b></p> <p><b>New ULTIMUNE beauty serum with The Lifeblood™, Power of Science.</b></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> <p>oFeatures original ImuGenerationRED Technology™, to deliver moisturizing collagen element GL*3 and other beauty ingredients to every corner of the skin. *3 Hydroxyproline, glycerin</p> <p>oThe rich yet dewy texture absorbs quickly into skin.</p> <p>oThe green floral fragrance promotes a sense of relaxation and refreshing energy.</p> <p>oContains no parabens (preservatives)</p> <p>oNon-comedogenic and dermatologist-tested. (No assurance that acne would not form, or that no user would experience allergy.)</p> <p><b>How to use</b></p> <ul style="list-style-type: none"> <li>●Use every morning and evening after cleansing and before moisturizing.</li> <li>●When using with other serums, first apply SHISEIDO ULTIMUNE™ Power Infusing Concentrate III.</li> <li>●Push the pump twice to dispense formula onto palm of hand and smooth evenly over face.</li> </ul>

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