

Press Release

Shiseido Holds Future Innovation Project to Commemorate 40th Anniversary of China Business

To commemorate the 40th anniversary of its operation in China, Shiseido China Co., Ltd. (“Shiseido China”) launches the sustainability program “Future Innovation Project” together with the China Youth Development Foundation*¹ (CYDF) to support teenagers who symbolize the future hope. The program calls for artworks from elementary and junior high school students under the theme of ART&SCIENCE, which is a part of Shiseido’s OUR DNA*² since its founding. Through this program, Shiseido aims to support teenagers’ ambitions, by offering opportunities to demonstrate their imaginations and creativity.

Applications opened on June 1, and approximately 820 artworks were received. CYDF chose 120 finalist works from all applications and announced them on a special website (<http://show.xinxinlin.cn/explore/index/init1.html>) (for mobile devices) starting July 16. Shiseido China employees, mainly designers from Design Department, also selected 40 works from the 120 finalists based on the criteria of “meaning of the artwork”, “expression of the meaning, and “sense of beauty”. The 40 works will be published on Shiseido China’s official social media accounts starting July 21.

*¹ Established in March 1989, the China Youth Development Foundation is an NGO aiming at improving teenagers’ growth environment in China

*² Six core elements defined as OUR DNA including PEOPLE FIRST and DIVERSITY to realize OUR MISSION “BEAUTY INNOVATIONS FOR A BETTER WORLD”. ART&SCIENCE adapts and fuses technology with creativity to inspire new and unique value.

About Shiseido China

Shiseido started operation in China in 1981, importing and selling its products in Beijing. Net sales of the company’s China business in 2020 accounted for 25.6% of total consolidated sales and drove the overall growth of the Shiseido Group. Based on Shiseido’s medium-to-long-term strategy “WIN 2023 and Beyond”, Shiseido China is looking to further expansion especially in the skin beauty field, digital transformation, innovation and sustainability.

Key prestige brands including brand SHISEIDO, Clé de Peau Beauté and IPSA perform well in the China market, where BAUM and THE GINZA will launch this September and E-commerce business in mainland China is growing strongly as well, recording 50% growth from the previous year. To enhance innovation, the China Business Innovation & Investment Representative Office was established in 2019, leading collaboration with external partners to promote innovations in existing businesses and new business development. In terms of sustainability, the “Relay of Love Project” to support those affected by COVID-19 was launched in February 2020. A tour across seven cities in China including Shanghai, Chengdu, Guiyang, Beijing, Xi’an, Shenzhen, and Wuhan via “LOVE BUS” was conducted to share our gratitude, and a total 180,000 sets of specially-made Relay of Love gift boxes were presented to frontline medical personnel.

Shiseido China will continue to grow with the China market while expanding its operation.

APPENDIX: Shiseido's History in China (Key Events)

1981–1990 Building Trust

1981 Begins importing and selling cosmetics in Beijing, China

1983 Launches first technological tie-up agreement with Beijing city (Hua Zi, shampoo and rinse brand)

1987 Starts manufacturing and distribution of Hua Zi products

1991–2000 Establishing Business Foundation

1991 Establishes Shiseido Liyuan Cosmetics Co., Ltd., a joint venture in Beijing

1993 Completes factory for Shiseido Liyuan Cosmetics Co., Ltd. (in Beijing)

1994 Launches brand AUPRES especially for China market

1998 Establishes contractual joint venture Shanghai Zotos Citic Cosmetics Co., Ltd. in Shanghai

2000 Completes factory for Shiseido Cosmetics Manufacturing Co., Ltd. (in Shanghai)

AUPRES sunscreen products become official sunscreen products for Sydney Olympics national team

2001–now Expanding Operation

2001 Establishes Shiseido China Research Center Co., Ltd. (in Beijing)

2003 Establishes 100% subsidiary Shiseido (China) Investment Co., Ltd. in Shanghai

2004 Starts cosmetics specialty store business

2008 Establishes China Innovation Center (previously Shiseido China Research Center Co., Ltd.)

Shiseido Group becomes sponsor of Expo 2010 Shanghai

2009 Establishes Shiseido Life Quality Center in Shanghai

2009 Establishes 100% subsidiary Shiseido Hong Kong

2011 Launches talent cultivation project on 30th anniversary of China operation

2012 Holds press conference of Shiseido Group 140th anniversary

2016 Establishes Shanghai branch of China Innovation Center

2018 Opens Kirei Factory in Shanghai

2019 Establishes China Business Innovation & Investment Representative Office

2020 Announces construction of new innovation facility in The Oriental Beauty Valley

Launches “Relay of Love Project” to support those affected by COVID-19

Publishes Chinese version of cultural information magazine “Hanatsubaki”