

Shiseido Signs Advisory Agreement with Neuroscientist Nobuko Nakano

Shiseido Company, Limited (“Shiseido”) signed an advisory agreement with the neuroscientist Dr. Nobuko Nakano on Wednesday, November 17, 2021.

As Shiseido aims to “Be a Global Winner with Our Heritage”, our researchers with various backgrounds are taking on the challenge of creating diverse value. Focusing on the field of skin beauty, we aim to create multifaceted value centering around skincare and ranging from sun care and makeup to beauty equipment and inner beauty such as beauty foods. So far, we have been putting effort into psychological research in which we scientifically study fragrance, touch, and appearance to pursue further satisfaction of consumers and create emotional value.

Thus, under our new research and development (“R&D”) philosophy “DYNAMIC HARMONY”, we have decided to invite Dr. Nakano, who has sharp insight into the essence of humans and society based on neuroscience and psychology and communicates scientific knowledge in an easy-to-understand manner, to join us as an advisor. We will polish and develop our psychological research, which is our strength, and communication of our value under guidance of Dr. Nakano to become a global leader in the skin beauty category.

Profile of Dr. Nobuko Nakano

Born in 1957

[Brief background]

May 1998	Bachelor of engineering, Department of applied chemistry, The University of Tokyo
May 2008	Ph. D in Neuroscience, Graduate school of Medicine, The University of Tokyo
2008-2010	Postdoctoral Researcher, French National institute
April 2015	Professor, Higashi Nippon International University (current post)
April 2020	Affiliate Professor, Kyoto University of the Arts (current post)



Shiseido's new R&D philosophy “DYNAMIC HARMONY”

• Shiseido Formulates its Unique R&D philosophy “DYNAMIC HARMONY” (2021)

<https://corp.shiseido.com/en/news/detail.html?n=0000000003252>

• The “DYNAMIC HARMONY” special website:

<https://corp.shiseido.com/en/rd/dynamicharmony/>