

## Shiseido Signs Advisory Agreement with Professor Masaru Tomita, Director General of The Institute for Advanced Biosciences, Keio University

Shiseido Company, Limited (“Shiseido”) signed an advisory agreement with Professor Masaru Tomita, Director General of The Institute for Advanced Biosciences, Keio University on Wednesday, November 17, 2021.

As Shiseido aims to “Be a Global Winner with Our Heritage”, its researchers with various backgrounds are taking on the challenge of creating diverse value. Amid an era of rapid change, it will be vital for us to have “mechanisms” and “ideas” for creating further innovations in order to provide value constantly, not only in the cosmetics market but also in new markets in the future.

Thus, under our new R&D philosophy “DYNAMIC HARMONY”, we have invited Mr. Tomita, who has created his own academic field and delivered excellent achievements as an educator, to join us as an advisor.

Going forward, we will set up GIC Tomita Laboratory where Mr. Tomita will provide direct guidance within our Global Innovation Center (GIC), and aim to create unprecedented innovations that lead future businesses in a new way based on out-of-the-book thinking, and foster a new culture in our R&D organization under the guidance of Professor Tomita.

### Profile of Professor Masaru Tomita

Born on December 28, 1957

[Brief background]

September 1981      Research Assistant, School of Computer Science,  
Carnegie Mellon University

May 1985             Assistant, Carnegie Mellon University

January 1987        Deputy Director, Center for Machine Translation,  
Carnegie Mellon University

July 1987            Assistant Professor, Carnegie Mellon University

June 1990           Assistant Professor, Faculty of Environment and Information Studies, Keio University

April 1997           Professor, Faculty of Environment and Information Studies, Keio University  
(current post)

(October 2005 - September 2007 Dean, Faculty of Environment and Information Studies, Keio University)

April 2001           Director General, The Institute for Advanced Biosciences, Keio University  
(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/>