



January 2022
Shiseido Company, Limited

Shiseido Commemorates its 150th Anniversary ~New Corporate Ad Campaign Launch~

Shiseido Company, Limited (“Shiseido”) celebrates the 150th anniversary of its founding in 2022. With a new year advertisement in newspapers in Japan on January 5, 2022 as a start, we will communicate our initiatives for making a sustainable world where people can experience happiness through the power of beauty under our mission “BEAUTY INNOVATIONS FOR A BETTER WORLD.”

Corporate advertisement

The visual features future cosmetics service experiences in space with a model, Hana Kondo, receiving online counseling accessible from anywhere anytime and package-free skincare products.

Since Shiseido was founded in 1872 in Ginza, Tokyo as a private Western-style pharmacy, we believe in the power of beauty and wish for the happiness of our customers. We continue to create the future of “beauty” with our customers around the world to fill their days with smiles and hope.



[Corporate advertisement: Visual]

In 1872, Shiseido opened its doors as the first Western-style pharmacy in Ginza, Tokyo.

Shiseido made history with “Eudermine,” an innovative essence lotion that marked our debut in the world of cosmetics.

“Hanatsubaki,” the first authentic Japan-made perfume.

An iconic hairstyle that suited both Japanese and Western fashion.

Shiseido ParLOUR that brought a new wave of culinary experience.

A newfound opportunity for women to build a career in cosmetics.

A barrier-free makeup application method for the visually impaired.

With each piece of our history, following our belief in the power of beauty, we further expanded the possibilities of cosmetics.

Moving forward, we will continue to celebrate every unique expression of beauty and empower people from all walks of life to live their lives fully and strive to go beyond the world of cosmetics and help create a sustainable future for all.

Join us for our 150th anniversary, as we begin to explore the future of beauty.

**OUR MISSION is
BEAUTY INNOVATIONS FOR A BETTER WORLD**

[Corporate advertisement:
Abridged translation of the copy]

150th anniversary logo

Our aspiration is expressed in the design by using a motif of chiffon fluttering, signifying the opening of the next era. With color gradation starting from Shiseido’s corporate color, Shiseido Red, the color scheme symbolizes “coexistence, harmony, and diversity.” Throughout the year 2022, we will use the 150th anniversary logo for various occasions.



150th anniversary special website

The Shiseido 150th anniversary special website will launch on Wednesday, January 5, 2022. We will continuously update the content throughout the year including an introduction to our corporate philosophy and the latest anniversary-related activities in each region.

Shiseido 150th anniversary special website: <https://corp.shiseido.com/150th/en/>