



## Shiseido Issues New Booklet to Offer Advice on Appearance Changes from Cancer Treatment

~Renewing Appearance Care Book on Friday, February 4, 2022~

Shiseido Company, Limited (“Shiseido”) published a booklet “Appearance Care ~For your confidence and comfort~” on Friday, February 4, 2022, World Cancer Day\*<sup>1</sup>. The booklet offers beauty information and the latest skincare and makeup techniques that anyone, regardless of gender, can use to cover up their specific beauty concerns and appearance changes (such as skin discoloration, loss of eyebrows and eyelashes) which arise as side effects of cancer treatment.

Today, with advancements in treatment technology and early detection, the number of cancer patients who hold jobs while undergoing medical treatment is growing. Consequently, more patients have beauty concerns and are sensitive about their appearance changes, and thus the need for covering with makeup is also increasing. To date, Shiseido has studied and developed beauty information to provide makeup advice in partnership with medical institutions and cancer support organizations. We will continue to offer easier access to more complete information for use by cancer patients and their families as well as medical professionals.

\*<sup>1</sup> World Cancer Day: Led by the International Union for Cancer Control (UICC), various educational events are held every year on February 4 to raise awareness for cancer, cancer treatments and cancer survivors.

### About “Appearance Care ~For your confidence and comfort~”

Appearance changes due to the side effects of cancer treatment appear in people of all ages and genders. The side effects include various symptoms such as more sensitive skin, sparse eyebrows, and cracked or dry hands and fingers. The “Appearance Care” introduces simple and easy-to-understand beauty techniques so that even those who are not familiar with makeup can try it for themselves based on the information gathered through a survey\*<sup>2</sup> of cancer survivors\*<sup>3</sup>, which was conducted in partnership with a non-profit organization, CancerNet Japan.

In addition, the booklet is available to read and download from the Shiseido Life Quality Makeup website as we hope to deliver it not only to cancer patients but also a great many people seeking the information.

■ Shiseido Life Quality Makeup website (Beauty Information for Cancer Patients)

<https://corp.shiseido.com/slqm/en/information.html#/cancer>

\*<sup>2</sup> Web-based survey on appearance care: Conducted in June and July 2021 with cancer survivors in their 20s to 50s.

\*<sup>3</sup> Cancer survivors refer to all people who have been diagnosed with cancer, undergoing treatment, under observation, or in remission.

1. Title: “Appearance Care ~For your confidence and comfort~”
2. Contents: Section 1 Hand care, Section 2 Skincare,  
Section 3 Lip care, Section 4 Eyebrow makeup,  
Section 5 Complexion makeup,  
Section 6 Color makeup,  
Section 7 Hair care and Wigs
3. Target reader: Cancer patients who have appearance concerns  
(Regardless of age or gender).
4. Released: Friday, February 4, 2022. \*Free distribution

