



Renewal of “Perfect Cover” for Covering Deep Skin Concerns

~Release on Monday, March 21, 2022~

Shiseido Company, Limited (“Shiseido”) will release Perfect Cover Foundation MC^{*1} and Perfect Cover Foundation VC^{*2}, which cover various skin discolorations that are difficult to conceal with conventional foundations, as exclusive products from the *PERFECT COVER* brand of Shiseido Life Quality Makeup. The Shiseido Life Quality Makeup is the embodiment of our activities to support people who have deep skin concerns such as birthmarks, changes in appearance from illness or medical treatment, burn marks and scars. The Perfect Cover series products (four products, 10 items) will be released on Monday, March 21, 2022 in Japan, and as for overseas, a total of four products and 13 items will be released starting Tuesday, March 1, 2022 region by region.

- ◆ The Perfect Cover Foundation MC covers a wide range of unevenness in skin tones and surface. In addition to the usability and finish, the function of covering the dullness due to the side effects of cancer treatment has also been enhanced, and more choices are available in color.
- ◆ The Perfect Cover Foundation VC is specifically designed to cover vitiligo, to be easier to use, and make color adjustments.
- ◆ With these products, we aim to create a diverse society in which people who are concerned about their skin and appearance changes that are hard to conceal with conventional foundations can live a more positive, fulfilling life in their own way.

*¹ MC stands for “multi cover”.

*² VC stands for “vitiligo cover”.

The start of activities to address deep skin concerns

Since its foundation, Shiseido has been aiming to help people realize their own beauty and enrich their heart and mind by utilizing the information, both tangible and intangible, accumulated through our research on cosmetics.

Our activities began in 1956, when we launched “Shiseido Spots Cover” specifically designed for use as a cover foundation in the hope of bringing comfort to those who suffered burns in the ravages of war. Since then, Shiseido has been working to “improve the quality of life (QOL)” through Shiseido Life Quality Makeup activities including the launch of the Perfect Cover Foundation series in 1995, which applied photochromic technology and provided a natural finish for skin concerns such as birthmarks, scars, or burn marks.

Background of the launch and product overview

The Perfect Cover series offers a lineup of foundations that naturally cover various skin concerns such as birthmarks and scars with the application of advanced photochromic technologies (light transmission and scattering) as well as the characteristics of powders and polymers that Shiseido has cultivated through years of cosmetics research.

For this renewal, we have further advanced the existing products into the ones with even easier-to-use, safer formulations, pursuing “long-lasting” and “transfer-resistant” finishes.

In recent years, with the advancement in treatment technology and early detection, the number of cancer patients who hold jobs while undergoing medical treatment is growing. Thus, in response to the needs of cancer patients, we have strengthened the function of covering the dullness due to the side effects of cancer treatment and expanded color variations.

Meanwhile, a booklet titled “Appearance Care ~For your confidence and comfort~” will be released on February 4, 2022, World Cancer Day*³ to provide information on skincare and makeup techniques that anyone, regardless of gender, can use to address their beauty concerns and appearance changes (skin discoloration, loss of eyebrows and eyelashes, etc.) which raise as side effects of cancer treatment.

*³ 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.

With its corporate mission BEAUTY INNOVATIONS FOR A BETTER WORLD, Shiseido will continue to work towards the realization of a society in which cancer patients and people with deep skin concerns can live a fulfilling life with smiles on their faces through the power of beauty.

Product availability

The products will be available at the Shiseido Life Quality Beauty Center in Ginza, Tokyo, and other designated cosmetics stores that have a consultation room, contract medical institutions, Shiseido’s total beauty service site, “watashi+”, and other channels in Japan.

Currently, Perfect Cover Foundation series is also marketed in certain Asian countries and regions, such as China, Taiwan, and Singapore.

[List of new products available in Japan]

Four products, 10 items

Product Name	Net	Shade	Price
Perfect Cover Foundation MC	20g	7 shades	¥3,500 (¥3,850 incl. tax)
Perfect Cover Foundation VC	18mL	1 shade	¥3,000 (¥3,300 incl. tax)
Perfect Cover Loose Powder	10g	1 shade	¥3,500 (¥3,850 incl. tax)
Perfect Cover Cleansing Oil	180 mL	1 type	¥2,300 (¥2,530 incl. tax)

*Prices stated here are the suggested retail prices in Japan and may vary by store.

■ Shiseido Life Quality Makeup website: <https://corp.shiseido.com/slqm/en/>

*For inquiries, please contact Shiseido Customer Service toll-free at 0120-81-4710.

