

SHISEIDO to renew its global sustainability partnership with WSL, the global home of surfing

The prestige brand SHISEIDO*, which currently markets in 88 countries and regions around the world, will renew its contract with World Surf League (WSL), the global home of surfing, as its Global Sustainability Partner. Since 2019, SHISEIDO has been working to protect oceans and support awareness campaigns together with the WSL and WSL PURE, the WSL's non-profit organization, aiming to realize a more beautiful ocean. Last year, SHISEIDO delivered the We Are One Ocean petition to the Conference of the Parties to the United Nations Convention on Biodiversity, calling on world leaders to protect and conserve 30% of the global ocean by 2030. Following this, the brand will continue to enhance its ocean protection activities in 2022. In the Championship Tour events hosted by WSL around the world (a total of 11 events), SHISEIDO will work together with local communities and NGOs to implement activities including beach clean-ups, beach planting, and coral reef protection.

*SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, suncare and fragrance products in 88 countries and regions around the world. Through the brand concept of #ALIVEwithBeauty, SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute. 【SHISEIDO official website】 <https://brand.shiseido.co.jp/>

The first activity in 2022 took place as part of the Billabong Pro Pipeline held in Oahu, Hawaii from January 29 to February 10. SHISEIDO worked together with a local environmental group Mālama Pūpūkea-Waimea to engage in planting activities to restore the shoreline and protect coral reefs. In the second activity, SHISEIDO worked with local environmental groups, North Shore Community Land Trust and Nā Kama Kai to engage in restoration activities and activities maintaining an ocean bird nesting area as a part of the Hurley Pro Sunset Beach held at Oahu, Hawaii during February 11 to 23. Throughout the year, SHISEIDO will work to protect the ocean and communicate the importance of protecting and maintaining our beautiful ocean, together with the professional surfers participating in WSL events and local non-profit organizations in each region.

Comment from WSL Chief People & Purpose Officer, Emily Hofer

“We are thrilled to continue our partnership with SHISEIDO. We are proud of what we achieved together across the 2021 Championship Tour season to protect and conserve the global ocean, and this season, SHISEIDO Blue Project and the WSL will deepen our impact by working with inspiring grass roots organizations across the world and sharing these stories digitally with our fans.”

Comment from brand SHISEIDO Chief Brand Officer, Ryota Yukisada

“The WSL has been an incredibly dedicated partner for the past three years, and we are excited to continue our partnership in 2022. Now more than ever Sustainability is top of mind for consumers, as well as a global priority for the brand. As expressed through our new study on coral*, Shiseido is committed to developing products which provides beauty in harmony with nature. WSL is a force of positive change and they are the perfect partner to further our efforts in creating unique social value within the industry.”

*See our SHISEIDO BLUE PROJECT website <https://brand.shiseido.co.jp/shiseidoblueproject.html>

About SHISEIDO's Sustainability Initiatives

Under the theme, “Respect for Oceans”, SHISEIDO is dedicated to protect and support the beaches we love, the ocean we depend on, and the skin we live in. Since 2019, SHISEIDO has been promoting the SHISEIDO BLUE PROJECT with the World Surf League (WSL), the global home of surfing, and WSL PURE, the WSL's non-profit organization whose goals are to protect the ocean and conduct awareness campaigns and other activities. Our goal is to improve the health and beauty of our planet’s oceans. SHISEIDO also supports ocean lovers and professional surfers all over the world through the development of innovative technologies to protect beautiful skin in harmony with nature, as well as high water resistant products with sunscreen agents considering the impact on coral colonies.

*Special SHISEIDO BLUE PROJECT website <https://brand.shiseido.co.jp/shiseidoblueproject.html>

About We Are One Ocean

We Are One Ocean is a global initiative led by WSL and supported by WSL PURE. In 2022, WSL continues to be committed to protecting and conserving the global ocean through this initiative to preserve the future of our sport for generations of surfers to come. This season WSL is bringing this to life at each WSL Championship Tour event through community-led activations and working with a number of inspiring organizations to make an impact in spaces around coastal restoration and conservation, reducing plastics and climate change, which tie back to priorities outlined by the UN Decade on Restoration. The WSL and WSL PURE have built a growing coalition of more than 90 Non-Governmental Organizations and businesses from across the world, in support of this initiative.

PIC 1



PIC 2



PIC 3



PIC1,2,3 : In Feb 2022, beach planting to protect coral reef in partnership with a local environmental group.

About WSL (World Surf League)


Established in 1976, the World Surf League (WSL) is the home of the world’s best surfing. The WSL annually crowns the men’s and women’s surfing World Champions. The global Tours and Competition division oversees and operates more than 230 global contests each year across the Championship Tour, the development tiers, including the Challenger, Qualifying and Junior Series, as well as longboard and big wave properties. <https://www.worldsurfleague.com/>




About WSL PURE

PURE stands for Protecting, Understanding, and Respecting the Environment, and is the non-profit of the WSL. Founded in 2016, WSL PURE is on a mission to inspire, educate, and empower ocean protection, starting with the global surf community. WSL PURE is specifically focused on addressing the climate crisis, marine plastic pollution, and ocean health. <https://www.worldsurfleague.com/pure>

Product Summary *All prices are recommended retail prices. Actual prices may vary at stores.

Product name / Size / Price	Product features
<p>SHISEIDO Urban Environment Triple Beauty Suncare Emulsion SPF50+, PA++++</p> <p>Sunscreen emulsion</p> <p>30mL</p> <p>¥4,800 yen (¥5,280 including tax)</p> 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Infused with innovative Sun Dual Care™ technology to ensure both protection from strong UV rays and skincare.</p> </div> <ul style="list-style-type: none"> ○ Infused with the original Sun Dual Care™ technology which transforms a portion of sunlight into “beauty beams” verified for their beautifying effects on skin. Contains Spirulina Energy Essence. ○ With original SuperVeil- UV 360™, seamlessly protects the skin from various microparticles such as dust as well as UVA and UVB. ○ Three beauty skin benefits <ol style="list-style-type: none"> 1. Skin looks healthy and you can feel resilience. 2. Contains sebum absorption powder to control excessive sebum and makes skin look bright. 3. Contains an unique moisture protection ingredient to keep the skin hydrated. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>How to use</p> <ul style="list-style-type: none"> ● Shake well until it makes a sound, and then shake five more times before use. ● Apply appropriate amount of the product on the palm and apply to the entire face after morning skincare ● Use makeup remover to remove the product. </div>

Product name / Size / Price	Product features
<p>SHISEIDO The Perfect Protector</p> <p>SPF50+ • PA++++</p> <p>Sunscreen Emulsion 50mL</p> <p>¥4,700 (¥5,170 including tax)</p> 	<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"> <p>Uses heat, sweat and water effectively to protect from strong UV rays.</p> </div> <ul style="list-style-type: none"> ○ Infused with SynchroShield Technology™ (HeatForce Technology and WetForce Technology). Heat, sweat and water to strengthen the UV protective veil on the skin.* *In vitro. ○ With original SuperVeil-UV 360™, SHISEIDO's original ultraviolet ray protection technology that ensures protection from UVA and UVB. ○ Prevents microparticles such as dust from directly adhering to the skin. ○ The skincare ingredients protect the skin from damage caused by dryness. ○ Very water resistant. Less elution.* *Comparing to SHISEIDO non-water resistant sunscreens ○ The lightweight texture applies comfortably and invisibly on any skin tone. ○ Its fragrance harmonizes with sweat and evolves into a pleasant scent. ○ DERMATOLOGIST-TESTED, OPHTHALMOLOGIST-TESTED, NON-COMEDOGENIC. <p>How to use</p> <ul style="list-style-type: none"> ● Shake well before use. ● Use the product at the end of your morning skincare. Apply it to the face and the neck evenly, carefully blending it in. When applying the product to the body, squeeze the content directly onto the skin like drawing lines. Spread with the palm in a circular motion, blending it in evenly. ● Use cleanser to wash off.

SHISEIDO

Clear Sun Care Stick
SPF50+ • PA++++

Sunscreen Stick

20g

¥2,800

(¥3,080 including tax)



The transparent sunscreen stick protects the skin even from strong UV rays.

- Infused with SynchroShield Technology™ (HeatForce Technology and WetForce Technology). Heat, sweat and water to strengthen the UV protective veil on the skin.*
*In vitro.
- Prevents microparticles such as dust from directly adhering to the skin.
- Enriched with skincare ingredients. Protects the skin from damage caused by dryness.
- Very water resistant. Less elution.*
*Comparing to SHISEIDO non-water resistant sunscreens
- You can apply the product over makeup. Useful for touch-ups.
- The original formula prevents the product from transferring a white color to clothes or bags.
- Its fragrance harmonizes with sweat and evolves into a pleasant scent.
- DERMATOLOGIST-TESTED, OPHTHALMOLOGIST-TESTED, NON-COMEDOGENIC.

How to use

- Twist the product to raise the stick about 1 cm from the container. Let the stick fit the skin and apply abundantly and evenly.
- Rub the stick with the finger to put the product on the pad of the finger and apply to the parts that the stick does not easily reach.
- Use cleanser to wash off.