



SHISEIDO
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Shiseido Company, Limited

SHISEIDO 150th anniversary campaign set to launch June 1: “From life comes beauty.”

—Global launch of three limited-edition products powered by original Life Science*¹ research—

Brand SHISEIDO, which markets in 88 countries and regions across the globe, will celebrate its 150th anniversary with the launch of its campaign “From life comes beauty.” from June 1, 2022. The campaign will convey to the world SHISEIDO’s enduring focus on life as the essence of beauty and its ongoing pursuit of uncovering the mechanisms that connect beauty and life, together with the global launch of three limited-edition products that were realized from the brand’s unique Life Science*¹ research.

No matter how much times change, people continue to seek beauty. Based on this conviction, SHISEIDO has been pursuing the essence of beauty for 150 years, driven by its mission to create products that add a healthy vibrance to your life.

“In today’s era of uncertainty and hesitation, what kind of beauty are we seeking? Our conclusion? Life. If people around the world, regardless of age, gender, and region, continue the conversation about how beauty and life are related, we believe it will inspire changes for a better world,” says Ryota Yukisada, Chief Brand Officer of brand SHISEIDO.

The campaign will convey to the world the enduring spirit of SHISEIDO, which has been handed down in an unbroken line for 150 years, and its hope for the future, embodied in the phrase “From life comes beauty.” What is more, SHISEIDO will launch three limited-edition products to mark its 150th anniversary, the fruits of its unique Life Science research conducted in its ongoing pursuit of the relationship between beauty and life.

*¹ “Life Science” is a unique science created by uncovering the relationship between life and beauty.

The three limited-edition products individually symbolize “Heritage,” “Living Innovation,” and “Future,” to signify our past, present, and future. Their designs use an arabesque motif featured on wrapping paper created in the Taisho era (1912–1926) by Sue Yabe, a member of the design department at that time. Using 3D software, that original design was turned into a three-dimensional form, then photographed from a variety of angles and used to decorate the containers and outer cartons. The designs express the dynamism of life that opens up a new future while harnessing the assets of the past bearing 150 years of history.

150th anniversary limited-edition products



Outline of global campaign "From life comes beauty."

The campaign aims to encourage people to think about the essence of beauty and the life within it, highlighting the value of continuing that conversation in order to inspire changes for a better world and a more fulfilling future.

■ Campaign emblem - Alive Ring

To symbolize SHISEIDO's long heritage of Life Science research that seeks to explore the mechanisms linking beauty and life itself, we created a new campaign emblem, named the "Alive Ring".



Alive Ring

The design incorporates the arabesque patterns that SHISEIDO has employed for over a century, expressing the legacy of the spirit of the company's founding and its constant focus on life and beauty in its approach to product development.

The red color of the Alive Ring and its circular shape represent both our Life Science research and the "beauty circulation" uncovered by that research.

■ Campaign key visual

The campaign emblem is accompanied by a graphic that will be rolled out globally featuring the lively facial expressions of people from different generations and cultures. This key visual represents brand SHISEIDO's belief in the beauty of life and its desire to provide answers that will bring out the beauty of each individual. Photography by Kazumi Kurigami.



■ "From life comes beauty" campaign movie (30/60/212 seconds)

Now, more than ever, in this time of uncertainty and hesitation, beauty has the power to give us hope and courage. So let's talk about beauty.

The campaign movie features people from all over the world giving their views on "what is beauty?", interwoven with images full of beauty, dynamism, and life, with SHISEIDO declaring that as long as people pursue beauty, it will continue to uncover the essence of beauty.

The movie includes interviews with 150 people of different ethnic backgrounds, genders, and ages, living in various parts of the world. (<https://youtu.be/9VxzrvJMw90>)



"From life comes beauty." campaign movie

■ Opening of the Digital Museum (LIFE AND BEAUTY MUSEUM)

A special website will be created consisting of three content themes: “STORIES,” in which seven people active in various fields will talk about beauty; “INNOVATION,” which will introduce the spirit of scientific inquiry into life as the essence of beauty; and “HISTORY,” which will present SHISEIDO’s 150-year history. The website will convey how the brand has continued since its foundation to pursue the link between beauty and life. <https://international.shiseido.co.jp/lp-lifeandbeautymuseum.html>



In addition, advertisements will be rolled out featuring professional soccer player Megan Rapinoe, singer-songwriter Hikaru Utada, and actress Ursula Corbero, and campaign messages will be posted on social media from celebrities with connections to SHISEIDO.

The crystallization of Life Science in three special limited-edition products that maximize the power of beauty generated by life

SHISEIDO has been pursuing the mechanisms of life to uncover the connection between life and beauty since its foundation 150 years ago. During that time, it has developed products that incorporate cutting-edge technologies based on its unique Life Science research.

Heritage

Moisturizing lotion for a reborn smoothness and refreshed radiance
SHISEIDO Eudermine Revitalizing Essence 150th Limited-Edition

Eudermine was launched in 1897 when SHISEIDO established its Cosmetics Business Division. It was formulated using the most advanced Western pharmaceutical technology of the time and marketed as “high-grade lotion,” gaining popularity as “Shiseido’s red water.” Over the years, the formulation was continually improved, until the launch of the current Eudermine Global in 1997 to mark the centenary of Eudermine’s creation.

This limited-edition product features Shiseido’s original arabesque design and prismatic colors that express a bright future, on a reproduction glass bottle based on the original from the time of Eudermine’s launch in 1897. The glass bottle (in consideration of recyclability) and outer carton made of FSC-certified*2 paper create a special packaging that is befitting for the 150th anniversary as well as a sustainable and beautiful future.

*2: Certification granted by the Forest Stewardship Council to paper, pulp, and other products made from forest resources based on proper forest management.

Product name: SHISEIDO Eudermine Revitalizing Essence 150th Limited-Edition

Category: Lotion

Size: 100 mL

Reference retail price: JPY 8,000 (JPY 8,800 including tax)



Living Innovation

Innovative serum that enhances your inner defenses for healthy, vibrant beauty
SHISEIDO ULTIMUNE™ Power Infusing Concentrate III 150th Limited-Edition

ULTIMUNE Power Infusing Concentrate is SHISEIDO’s best-selling serum, which has received 224 beauty awards*3 worldwide. It was renewed in the summer of 2021 based on the concept of “The Lifeblood™”*4 as an approach to further enhance your inner defenses, needed now more than ever in this time of heightened awareness of the importance of healthy-looking skin.

Featuring original ImuGenerationRED Technology™, the revolutionary formula resists various concerns for a smoother, more resilient look with your radiance recharged, while at the same time preserving your skin’s beauty now, and into the future.

*3: Total beauty awards as of December 2021.

*4: The Lifeblood™ is a new beauty concept proposed by SHISEIDO.

It aims to help release a beauty for each individual that continues to be constantly renewed.

Product name: SHISEIDO ULTIMUNE™ Power Infusing Concentrate III
150th Limited-Edition

Category: Serum

Size: 75 mL

Reference retail price: JPY 16,000 (JPY 17,600 including tax)



Future

Intensified ULTIMUNE serum to unlock your beauty potential in the harsh future environment
SHISEIDO ULTIMUNE™ Future Power Shot 150th Limited-Edition

ULTIMUNE™ Power Shot features ImuGeneration 150 Technology™, an evolution of ImuGenerationRED Technology™ based on the concept of “The Lifeblood™”. Designed to defend skin against the severity of the future environment, the formula is for all skin types and all ways of life, regardless of gender, age, ethnicity, time, or place.

Enriched with naturally derived ingredients, the texture is lighter than ever before, absorbing quickly into the skin and promoting your unique “beauty circulation” to bring out your beauty potential.

Product name: SHISEIDO ULTIMUNE™ Future Power Shot 150th Limited-Edition

Category: Oil-based concentrated serum

Size: 15 mL

Reference retail price: JPY 8,000 (JPY 8,800 including tax)



About brand SHISEIDO

SHISEIDO is the key global prestige brand of the Shiseido Group that markets skincare, makeup, suncare, and fragrance products in 88 countries and regions around the world. It brings out the beauty of each individual customer for the healthy vibrance of both mind and body through skincare and makeup products developed using innovative technologies.

SHISEIDO Brand Site

<https://international.shiseido.co.jp/>

LIFE AND BEAUTY MUSEUM

<https://international.shiseido.co.jp/lp-lifeandbeautymuseum.html>

Instagram

<https://www.instagram.com/shiseido/>