



Global Launch of Project for People with Cancer “LAVENDER RING MAKEUP & PHOTOS WITH SMILES”

Shiseido Company, Limited (“Shiseido”) has been promoting the LAVENDER RING MAKEUP PHOTOS WITH SMILES project in Japan since 2017 with various companies, administrations, and medical institutions, which aims to create a society where people with cancer can live fulfilling lives with a smile. This year, which marks the 150th anniversary of the company’s founding, Shiseido will expand this project globally by holding the event in China, Singapore, Taiwan, and Thailand, in addition to Japan.

About LAVENDER RING MAKEUP PHOTOS WITH SMILES

Although cancer is a common disease, there are still many prejudices and misunderstandings. As we hope to create a society where all people with cancer can lead their lives putting smiles on their faces, Shiseido, together with volunteers from the specified non-profit organization CancerNet Japan (Location: Bunkyo-ku, Tokyo, Chairman: Satoru Iwase) and Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and CEO: Norihiro Kuretani), started activities in Japan in 2017, using the symbolic color of “lavender”, which represents all types of cancer. The LAVENDER RING MAKEUP PHOTOS WITH SMILES project aims to share the photographs of people with cancer wearing bespoke makeup and their cheerful, high-spirited appearance.

LAVENDER RING official website: <https://lavender-ring.com> (Japanese only)



Photos at LAVENDER RING MAKEUP PHOTOS WITH SMILES

2022 Event Schedule*1

Country/Region	Date	Cooperating Medical Institutions/Patient Associations
China	July 24	<ul style="list-style-type: none"> ● The Chinese Anti-Cancer Association Cancer Rehabilitation Conference ● Shanghai Yangpu, Aikang Cancer Rehabilitation Service Center
Japan	August 7	<ul style="list-style-type: none"> ● CancerNet Japan
Taiwan	August 20	<ul style="list-style-type: none"> ● Taiwan Breast Cancer Alliance ● Hope Foundation for Cancer Care ● Far Eastern Memorial Hospital
Thailand	October 13	<ul style="list-style-type: none"> ● To be decided.
Singapore	October	<ul style="list-style-type: none"> ● National Cancer Center ● Singapore Cancer Society

*1 Venues and dates are subject to change depending on the infection status of COVID-19.

Activities in Japan

This year, we will hold the MAKEUP & PHOTOS WITH SMILES event for people with cancer and their families at two locations in the Greater Tokyo and Chubu areas. The event will also be streamed on the LAVENDER RING CHANNEL *2 on Sunday, August 7. Via the LAVENDER RING CHANNEL, we will also deliver various programs such as “High School Student Idea Festival” in which high school students discuss various social issues surrounding cervical cancer and a photo contest taken by people with cancer “I pressed the shutter at that time. Vol. 2”, etc.

*2LAVENDER RING CHANNEL online streaming: <https://www.japancancerforum.jp/lavenderringchannel>

About Shiseido Life Quality Beauty Center

Since its founding, Shiseido has been supporting people’s desire to “be oneself” through the power of beauty by utilizing our research achievements delivered over the years. With our efforts in Shiseido Life Quality Makeup*3, we are striving to improve the quality of life (QOL) of people suffering from deep skin concerns such as burn marks, scars, birthmarks, vitiligo, and changes in appearance from cancer treatment, while promoting the activities in four countries and regions*4 including Japan.

The Shiseido Life Quality Beauty Center (Ginza, Chuo-ku, Tokyo), the specialized facility for this activity in Japan, will move to the Shiseido Global Headquarters, Shiodome Office (Higashi-Shimbashi, Minato-ku, Tokyo) on Tuesday, September 6, 2022, and newly provide beauty information for the elderly and challenged people, in addition to the existing services for deep skin concerns. We will also increase our activities in online seminars and individual consultation services, expanding functions.

*3Shiseido Life Quality Makeup website: <https://corp.shiseido.com/slqm/en/>

*4China, Singapore, Japan, Taiwan



Location (until Tuesday, July 19, 2022) *The center will be temporarily closed from Wednesday, July 20, 2022 due to relocation.	7-5-5, Ginza, Chuo-ku, Tokyo 104-0061, Japan Tel: 03-3289-2262
New location (from Tuesday, September 6, 2022)	1-6-2, Higashi-shimbashi, Minato-ku, Tokyo 105-8310, Japan Shiseido Global Headquarters, Shiodome Office, B2F Tel: 03-3289-2262