



September 2022
Shiseido Company, Limited

Shiseido to acquire Microbiome Skincare Focused Brand Gallinée -Strengthening its Skin Beauty category by expanding into the emerging microbiome segment-

On September 28, 2022, Shiseido Europe S.A., a subsidiary of Shiseido Company, Limited, entered into an agreement to acquire all of the outstanding shares of Gallinée Ltd (“Gallinée”), a London-based beauty brand dedicated to caring for the skin’s microbiome from head-to-toe. The acquisition of Gallinée exemplifies Shiseido’s commitment to the skin beauty category helping us realize our mission to integrate skin beauty and inner beauty, as we continue to position ourselves to “Be a Global Winner with Our Heritage”. This commitment is part of our “WIN 2023 and Beyond” strategy to become the world’s No. 1 company in the category by 2030.

Gallinée was founded in 2014 by Marie Drago, PharmD, a world recognized specialist in skin microbiome. The skin microbiome plays an essential role on our skin and overall health protecting us from the outside world. The brand offers a range of science-backed beauty products featuring a patented complex of prebiotics, probiotics and postbiotics that nourish and strengthen the skin’s microbiome. Gallinée will deliver a complementary yet unique addition to Shiseido’s existing portfolio given its focus on beauty and wellness as well as its differentiated positioning within the emerging field of skin microbiome. As part of Shiseido group, Gallinée will be able to leverage resources across our commercial infrastructure, extensive R&D capabilities especially from our European Innovation Center to lead the development of the skin microbiome within the EMEA territory, and cross-functional expertise to continue to drive brand growth.

Following the transaction, Marie Drago, PharmD will join Shiseido’s EMEA team and continue to deliver product innovation and support Gallinée as the Chief Creative Officer of the brand, reporting directly to Franck Marilly, President & CEO, Shiseido EMEA & Global Fragrance.

About Gallinée

Leveraging extensive scientific research, Marie Drago, PharmD has developed head-to-toe products that care for our skin’s microbiome and enhance our skin’s protective function. Gallinée currently offers 17 products across skincare, body care, hair care and supplements, which are primarily sold in the UK and France.

Company name	Gallinée Ltd
Location	London UK
Brand name	Gallinée
Established	2014
Representative	Dr. Marie Drago
Content of business	Development, production and sales of microbiome skincare products
Products	Skincare, body care, hair care, supplement and oral care products (17 SKUs)
Brand Website	https://www.gallinee.com