

SIDEKICK**SIDEKICK Releases Two New Moisturizers!**
Creating natural, beautiful, and soft bare skin that is non-sticky and stress-free

Shiseido Company, Limited (“Shiseido”) will launch two new moisturizers from SIDEKICK, its skincare brand that focuses on common skin concerns young men in particular face. By addressing these issues, SIDEKICK aims to support the next generation of Asian men in leading the lives they want.

The products will be available from February 1, 2023 in Japan through SHISEIDO Beauty Square, and from February 20, 2023 in China, primarily through EC channels.







SIDEKICK made its debut in 2022 as a men’s skincare brand that highlights young men’s individuality and style. Acting as their “sidekick,” these products help energize and empower men in their day-to-day lives. Focusing on the five major skin concerns among men—namely sebum, pores, dryness, dullness, and uneven skin tone—SIDEKICK preserves the skin’s moisture barrier and enhances one’s skin condition to protect it from issues such as dryness. The SIDEKICK line includes five cleansers, one lotion, one moisturizer, and one sheet mask.





For our latest products, we will introduce two new moisturizers. The first, “Hybrid Tone-On Moisturizer,” is a moisturizing cream that creates dewy, bright, and smooth skin in a single step. With its instant tone-up effect, the cream gives skin a natural boost. Once applied to the skin, the cream’s color-burst capsules immediately provide the skin with natural, smoother, and brighter appearance.

The second moisturizer, “Hybrid Essence-in-Gel,” is a gel moisturizer that keeps your skin feeling refreshed long after cleansing. With this gel, skin stays moisturized while feeling fresh, sleek, and clean.

[Product Overview]

Total 2 products, 2 items

Product name / Volume / Price	Features
<p>SIDEKICK Hybrid Tone On Moisturizer (Cream) 60g 2,900 yen (excl. tax) <small>*MSRP; actual price may vary by store.</small></p>  <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  Tone-up </div> <div style="text-align: center;">  Skin barrier </div> <div style="text-align: center;">  Smoothness </div> </div>	<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px; text-align: center;"> <p>A fresh cream smoothly spreads on your skin, instantly makes your skin one-tone brighter but matte skin.</p> </div> <ul style="list-style-type: none"> ○ Slightly adjusts skin color and makes a skin look like a fine textured and less visible pores. ○ While keeping moisture in a skin for a long time, it retains matte finish skin ○ It moistures skin but makes skin look like the one without stickiness. ○ It helps make a smooth and lucent skin. ○ It adapts a formula which makes difficult to cause color transfer to faced mask. <ul style="list-style-type: none"> ▪ SIDEKICK COMPLEX (ROSA ROXBURGHII FRUIT EXTRACT, THYMUS SERPYLLUM EXTRACT, GLUTAMIC ACID: Moisture protection) ▪ Moisture ingredients (ERIOBUTRYA JAPONICA LEAF EXTRACT) ▪ Moisture ingredients (PEG/PPG-14/7DIMETHYL ETHER, GLYCERIN) ▪ Moisture ingredients (TREHALOSE, GLYCERIN) ▪ Moisture Ingredients (CITRUS UNSHIU PEEL EXTRACT, GLYCERIN) ▪ Moisture Ingredients (SAXIFRAGA SARMENTOSA EXTRACT, GLYCERIN) <p>A gentle and fresh fragrance with an impression of nature. With a feeling of deep wood's scent, natural impression is delivered.</p> <ul style="list-style-type: none"> ○ Removable with cleanser you always use. ○ Nature Origin Content: 83.5% (Including water) (Calculated on ISO 16128). ○ Paraben-free ○ Formula is less likely to cause acne & allergy tested (This does not guarantee no acne or allergies will be caused). <ul style="list-style-type: none"> ■ How to use: <ul style="list-style-type: none"> ● Use in the morning after cleansing or cleansing and lotion. ● Apply a dime-sized, 7mm diameter amount and massage gently into your skin.

Product name / Volume / Price	Features
<p>SIDEKICK Hybrid Essence in Gel (Gel cream) 60g 2,300 yen (excl. tax) <small>* MSRP; actual price may vary by store.</small></p>  <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  Oil control </div> <div style="text-align: center;">  Skin barrier </div> <div style="text-align: center;">  Smoothness </div> </div>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>A light gel instantly and deeply penetrates into horny cell and keeps fresh skin conditions right after cleansing for long period of time.</p> </div> <ul style="list-style-type: none"> ○ It keeps a skin non-sticky and retains fresh texture for a long time. ○ It moistures a skin and creates a skin with freshness. ○ It creates a fine-textured, smooth and lucent skin. <ul style="list-style-type: none"> ▪ SIDEKICK COMPLEX (ROSA ROXBURGHII FRUIT EXTRACT, THYMUS SERPYLLUM EXTRACT, GLUTAMIC ACID: Moisture protection) • Moisture ingredients (PEG/PPG-14/7DIMETHYL ETHER, GLYCERIN) • Moisture ingredients (TREHALOSE, GLYCERIN) • Moisture ingredients (CITRUS UNSHIU PEEL EXTRACT, GLYCERIN) • Moisture ingredients (SAXIFRAGA SARMENTOSA EXTRACT, GLYCERIN) <p>A gentle and fresh fragrance with an impression of nature. Being embraced by fresh citrus scent, natural impression is delivered.</p> <ul style="list-style-type: none"> ○ Nature Origin Content: 93.8% (Including water) (Calculated on ISO 16128) ○ Paraben-free ○ Formula is less likely to cause acne & allergy tested (This does not guarantee no acne or allergies will be caused) <p>■ How to use:</p> <ul style="list-style-type: none"> ● Use in the morning and night after cleansing or cleansing and lotion. ● Apply a dime-sized, 7mm diameter amount and massage gently into your skin.

*For inquiries regarding this news release, please contact Shiseido Customer Service via 0120-81-4710 (toll-free).