

Press Release

Shiseido Starts Pilot Test of Circular Model Project “BeauRing” for Plastic Cosmetics Containers

A new initiative with POLA ORBIS HOLDINGS to start in Yokohama in April



Shiseido Company, Limited (“Shiseido”) has announced the launch of “BeauRing,” a circular model project to collect and recycle plastic containers into new ones for reuse. As a pilot test to advance the project, Shiseido will start in-store collections of used plastic cosmetics containers in April 2023 that targets all Shiseido brands. Based on the pilot test’s results, such as the volume of plastic containers brought in by consumers, expansion of the program to other regions and retail channels will be considered.

By calling for the joint participation of other companies in the BeauRing project, Shiseido aims to expand the circle of those involved in resource recycling and contribute to the creation of a sustainable world where people can have a more positive attitude towards using cosmetics. At this time, the POLA brand of POLA ORBIS HOLDINGS INC. (“POLA ORBIS HOLDINGS”), which also focuses on the prestige beauty business, has decided to join in on the project. The company has also agreed to an ongoing collaboration with Shiseido not only in this pilot test, but also on other projects that aim to reduce environmental impact and resolve social issues towards the creation of a better society

Collection points will be available in 10 locations, including department and cosmetics stores in Yokohama, Kanagawa Prefecture, as well as the Shiseido Global Innovation Center in Yokohama. As POLA ORBIS HOLDINGS and Shiseido both communicate with consumers directly via storefronts, by taking advantage of this style of interaction with consumers, we want to contribute to realizing a sustainable world not only by doing more efforts as corporations but also by gaining the deeper understanding and cooperation of consumers.



Figure 1. Products eligible for collection (just a sample image)



Figure 2. BeauRing BOX

BeuRing: A Circular Model Project for Plastic Containers

BeuRing will serve to collect used plastic containers, convert them into recyclable resources, and then remake them into new containers. Looking ahead, we plan to develop this project into a new platform for recycling processes that begin with collection and continue all the way through resource renewal.

“BeuRing” was coined as a portmanteau of the words “beauty” and “ring” to indicate its goal of connecting each and every person’s thoughtful actions into a circle through which used containers are not discarded but are recycled into resources from which new products can be made.

BeuRing Pilot Test

In the pilot test, collected containers will be temporarily taken to the Shiseido Global Innovation Center where they will be analyzed by various criteria: whether the containers are in line with guidelines provided to our consumers, the volume of containers being collected, and whether or not the frequency of container collection is appropriate. The pilot test has been approved by the City of Yokohama, thus enabling us to officially launch the project.

We will set up BeuRing BOXes at 10 locations, including department and cosmetics stores in the city, as well as at the Shiseido Global Innovation Center located in the Minato Mirai 21 area. We will put out a call for consumers to drop off their used plastic cosmetics containers when visiting these locations. In this pilot test, all plastic cosmetics containers are eligible for collection without needing to be washed or have the caps, sponges, or tips removed. Compared to conventional recycling collection systems, which require washing and sorting by material, this system is more user-friendly, thus making it easier for people to join the effort.

The plan is for the collected plastic containers to be recycled using appropriate technology once the volume of the containers reaches a suitable size for analysis at the Shiseido Global Innovation Center.

Future Prospects

BeuRing aims to act as a groundbreaking recycling system, collecting complex plastic containers comprised of various materials, converting them into recyclable resources, and turning them into new containers. Based on the pilot test’s results, such as the volume of containers brought in by consumers, expansion of the program to other regions and retail channels will be considered. By calling for the joint participation of other companies in the BeuRing project, Shiseido aims to expand the circle of those involved in resource recycling and contribute to the creation of a sustainable world. POLA ORBIS HOLDINGS has expressed their interest in the project and agreed to cooperate not only in this pilot test, but they also agreed to further collaborate on other projects that aim to reduce environmental impact and resolve social issues towards the creation of a better society.

Shiseido’s Initiatives in Sustainability

Driven by our corporate mission, “BEAUTY INNOVATIONS FOR A BETTER WORLD,” and looking ahead to our vision for 2030, Shiseido is committed to helping create a sustainable world where everyone can enjoy a lifetime of happiness through the power of beauty. From an environmental perspective, we are striving to create technologies and business models that will reduce our environmental impact and build a circular economy rather than a disposable one; these ideals are based on an idea that resonates with the origin of the company name*1. Throughout our entire value chain, we engage in activities based on our three strategic actions: “reducing our environmental footprint,” “developing sustainable products,” and “promoting sustainable and responsible procurement” in consideration of environmental protections and respect for human rights. In addition to environmental concerns, we are also working to address social issues with a focus on “Diversity & Inclusion (D&I)” through three other strategic actions: advancing gender equality, in which we leverage our experience and expertise as a beauty company; empowering people

through the power of beauty, in which we encourage and support people in feeling free to be themselves; and promoting respect for human rights, which forms the basis of all our activities.

<https://corp.shiseido.com/en/sustainability/>

*1 Part of the Chinese classic *Yi Jing* ("The Book of Changes") from the Four Books and Five Classics of Confucianism. "Praise the virtues of the Earth, which nurtures new life and brings forth significant values".