

Shiseido Selected as Fiscal 2022 Nadeshiko Brand

Shiseido Company, Limited (“Shiseido”) has been selected as a fiscal 2022 Nadeshiko Brand company by the Ministry of Economy, Trade and Industry of Japan and the Tokyo Stock Exchange (TSE) for the third year in a row.

The Nadeshiko Brand is an initiative aiming to introduce TSE-listed companies that excel in encouraging women’s success in the workplace with an emphasis on improving corporate value in the medium and long term as attractive stocks to investors, thereby raising investors’ interest in such enterprises and accelerating the efforts of outstanding companies.



Diversity in Shiseido

To realize our corporate mission, BEAUTY INNOVATIONS FOR A BETTER WORLD, we recognize and respect each employee in all the ways that make them unique, such as gender, age, and nationality, as well as ways of thinking, and work on creating innovative value by promoting diversity and inclusion in the workplace. These initiatives include active promotion of female leadership in Japan. Since 2017, we have held leadership training sessions “NEXT LEADERSHIP SESSION for WOMEN” that support excellent female employees who aim to step up their careers to managerial positions, which has now expanded to 3 programs; for up-and-coming group managers, vice presidents, and executive officer candidates, thereby steadily enforcing the pipeline. Also, in introducing the job-based personnel system, we promoted initiatives such as proactive career development and strengthening areas of expertise.

Shiseido’s long-standing initiatives in fostering female leaders like these have boosted the ratio of female leaders in the Shiseido Group in Japan to 37.6%*¹. The ratio of female directors and Audit & Supervisory Board members is 46.2%*², while the global ratio of female leaders in the Shiseido Group is 56.6%*¹.

In addition, Masahiko Uotani, Representative Director, Chairman and CEO of Shiseido takes various initiatives to close the gender gap in Japanese society at large. He serves as chair of 30% Club Japan*³, which aims to promote female representation on company boards in Japan, and chair of KEIDANREN*⁴ Committee on Diversity & Inclusion.

Going forward, we aim to raise the ratio of female leaders at all levels in the Shiseido Group in Japan to 50% by 2030, as a true representation of equal opportunities, and further accelerate diversity by promoting the activities of employees with diverse backgrounds not limited to gender, including foreign nationals and midcareer hires.

Moreover, in 2023, Shiseido established an internal research institution “Shiseido D&I Lab” to research the relationship between the utilization of diverse human resources and corporate growth, and is working on empirical research. “The Shiseido D&I Lab” will verify past achievements and results regarding the activities of diverse human resources at Shiseido, and will lead to effective actions that will accelerate D&I in the Company. The findings obtained through research at this Lab will be published not only within the Company but also for broader society, to contribute to the promotion of Japan’s economic growth through the realization of D&I.

*1 As of January 1, 2023

*2 To become to 40.0% upon completion of the 123rd Ordinary General Meeting of Shareholders scheduled for March 24, 2023

*3 The 30% Club is a global campaign established in the UK in 2010. It takes action to boost female representation at board and executive-committee levels. The 30% Club Japan was launched in May 2019.

*4 KEIDANREN (Japan Business Federation) is a comprehensive economic organization with a membership comprised of representative companies of Japan, nationwide industrial associations, and regional economic organizations for all prefectures.