



## Shiseido Opens New Facility “SHISEIDO BEAUTY PLANET” at Fukuoka Kurume Factory to Offer Factory Tours

~Opens on Wednesday, May 10, 2023~

Shiseido Company, Limited (“Shiseido”) will open the SHISEIDO BEAUTY PLANET, a facility that will offer factory tours, within the premises of its Fukuoka Kurume Factory on Wednesday, May 10, 2023. Aiming to become a hub for increasing the number of Shiseido users, Shiseido will communicate its brand value and commitment to quality to people around the world through SHISEIDO BEAUTY PLANET activities. The factory tour will offer a variety of attractions, including a tour of the manufacturing site that incorporates the most advanced IoT technologies, and hands-on activities so that visitors can have fun learning and experiencing the manufacturing of cosmetics.



### Facility concept

The concept of the SHISEIDO BEAUTY PLANET is the “Beauty Cycle,” as Shiseido believes that all things on earth are connected in a large circle. As part of the Beauty Cycle, the Fukuoka Kurume Factory produces cosmetics that deliver beauty to consumers. In the facility, visitors will be able to experience what high-quality, safe, and reliable manufacturing is by enjoying technological innovations such as projection mapping, activities around inspection processes, and more.

### Outline of the SHISEIDO BEAUTY PLANET

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| Name            | SHISEIDO BEAUTY PLANET  |
| Opening date    | Wednesday, May 10, 2023   |
| Location        | 808 Takatori, Tanushimarumachi, Kurume City, Fukuoka Prefecture   |
| Operating hours | Twice a day. 9:30~11:30 and 13:30~15:30<br>*Presently, tours will only be held on Mondays, Wednesdays, and Fridays.   |
| Booking         | Via website only: <a href="https://corp.shiseido.com/jp/rd/factory/fukuokakurume/">https://corp.shiseido.com/jp/rd/factory/fukuokakurume/</a><br>*Japanese only |
| Closed          | Saturdays, Sundays, national holidays, and temporary closures.  |

## About the Fukuoka Kurume Factory

The Fukuoka Kurume Factory, which began its full-scale operation in May 2022 in Kurume City, Fukuoka Prefecture, is a manufacturing facility for medium-priced skincare products such as *ELIXIR* and sun-care products such as *Anessa*. With its features of efficient production that incorporates the cutting-edge IoT system, the Factory leads global production in Shiseido's Skin Beauty business. As a factory open to the public, the Factory aims to co-exist and co-prosper with the local communities, wishing to become a place for communication with private sectors, government offices, schools, and other organizations.



## SHISEIDO BEAUTY PLANET tour attractions and activities

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| <p>■ Entrance Hall</p> <p>The hall is decorated with a tapestry made of Kurume Kasuri, a traditional textile craft of Kurume City. An introduction to the Beauty Cycle tour will be provided here.</p>                     |  |
| <p>■ Production Process Area</p> <p>This area explains the production processes, starting from procurement of raw materials, manufacturing, filling, through packaging and shipping, by using projection mapping, etc.</p> |  |
| <p>■ Inspection Experience Area</p> <p>In this area, visitors can experience visual, tactile, and olfactory inspections conducted by special inspectors called "sensory panelists."</p>                                    |  |
| <p>■ Manufacturing Room Area</p> <p>In this area, visitors can actually watch the IoT-driven manufacturing room for emulsions and creams.</p>  |  |
| <p>■ Filling Room and Packaging / Finishing Room Area</p> <p>In this area, visitors can actually watch the production lines that feature cutting-edge technologies.</p>  |  |
| <p>■ Workshop Room</p> <p>Visitors can have fun learning about cosmetics and product quality development.</p>  |  |