

Press Release

E F F E C T I M

Aging Care*¹ Brand *EFFECTIM* Releases Long-Awaited Brand-New Beauty Device and Serum that Realize Lifting and Brightening*² in One Shot
~Delivering 200 million cycles*³ of radio frequency to deeper layers of skin based on concept of “beauty lifting” and “translucency”~

The aging care*¹ brand *EFFECTIM*, developed based on Shiseido’s most advanced dermatological research, will launch a new beauty device, “*EFFECTIM* Bright Beauty Lifting Activator,” and a new beauty serum, “*EFFECTIM* Bright Lifting Serum (quasi-drug).” These products will be on the market in Japan from July 2023 and in China from August 2023.



A Beauty device and serum with two functional modes: Lift Mode and Bright Mode

As the brand’s first dual mode device, the new beauty device has two functional modes and delivers original energy into the deeper layers of the skin with an overwhelming 200 million cycles*³, unachievable by hand. The device operates in either “Lift Mode,” equipped with STEM*⁴ Multi Force technology, or “Bright Mode,” equipped with unique SPOT*⁵ Root Shooting Pulses. With a single button press in either mode and treatment for only 6 minutes once a day, users can efficiently care for their skin at home and easily continue with their skin care routine even in their busy, everyday lives.

A beauty item recommended for use in combination with *EFFECTIM* Bright Beauty Lifting Activator is the *EFFECTIM* Bright Lifting Serum. This serum contains 21 carefully selected beauty ingredients: specifically, 4MSK*⁶, Shiseido’s original brightening ingredient that prevents the development of spots in the deeper layers of the skin, Panax ginseng extract added SPOT*⁸ Root Effect Complex (carrot extract, mugwort extract (2), asenyak extract, 2-O-ethyl-L-ascorbic acid, seaweed extract (4), trimethylglycine, and glycerin: skin conditioning and moisturizing), and STEM*⁴ Complex (hydrolyzed yeast, inositol, cherry leaf extract, cassia bark extract, red pine cone extract, rose water, glycerin: moisturizing) containing a rare Japanese yeast extract.

With the dual functions of aging care*¹ and brightening*⁷, the new products help create a firm and translucent*² look. By using the *EFFECTIM* Beauty device and serum together for a mere 6 minutes once a day after applying daily lotion, the everyday skincare routine will become a pleasure even during those hectic days.

*1 Age-based expertise in moisturizing care through compatible beauty devices and cosmetics.

*2 Achieved with skin moisture.

*3 Total number of electric current waves emitted by the device during a 6-minute treatment. Calculated based on the number of the standard waveform in hertz (Hz) and time (approximate value). Hz is a unit that expresses the number of cycles per second.

*4 Special Treatment as the Essential Method

*5 Special Powered Original Treatment

*6 Potassium 4-methoxysalicylic acid

*7 Suppresses melanin production and prevents freckles and spots.

*8 Special Performance Original Treatment



*For inquiries from customers, please call: 0120-81-4710 (toll-free)

EFFECTIM brand site: [EFFECTIM \(effectimbeauty.com\)](http://effectimbeauty.com)

EFFECTIM official Instagram: https://www.instagram.com/effectim_official/ (Japanese only)

[Outline of Products]

Two products, two items

Product name	Category	Net	Item	Reference retail price
<i>EFFECTIM</i> Bright Beauty Lifting Activator 	Facial beauty device (for whole face)	-	1 item	100,000 yen (110,000 yen, tax incl.)
<i>EFFECTIM</i> Bright Lifting Serum 	Serum (Quasi-drug)	30mL	1 item	15,000 yen (16,500 yen, tax incl.)

*Prices are retail prices for reference only. Prices may vary by store.