

SHISEIDO Tahiti Pro Starts on Friday, August 11 with SHISEIDO as a Title Partner

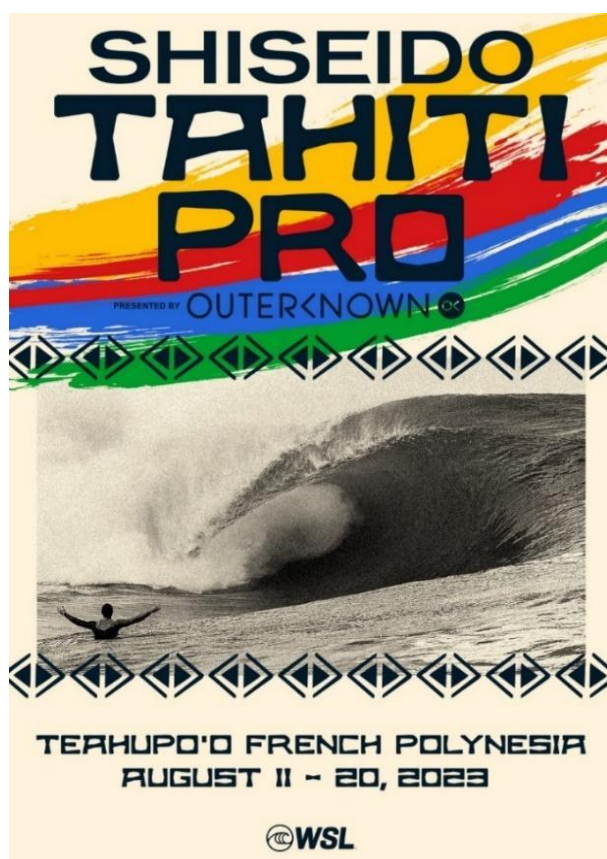
— Together with SHISEIDO BLUE PROJECT ambassador Kanoa Igarashi, ocean protection activities will be conducted concurrent with the event —

SHISEIDO*, the brand operated by SHISEIDO in 88 countries and regions of the world, co-sponsors the SHISEIDO Tahiti Pro held in Tahiti, French Polynesia from August 11 to 20, 2023 as its title partner. This is the 10th and final event on the WSL Championship Tour 2023, and will be held at Tea’hupo Tahiti, which is also the venue for the Paris 2024 Olympic Games.

The SHISEIDO Tahiti Pro is Stop No. 10 on the WSL Championship Tour (CT), the final stop before the Rip Curl WSL Finals. 18 surfers, 10 men and 8 women, will provisionally qualify for the Olympic Games Paris 2024 through the WSL Championship Tour, and the SHISEIDO Tahiti Pro will be one of the last chances for Olympic entry via this Tier 1 qualification pathway.

Together with the WSL, SHISEIDO has continued the SHISEIDO BLUE PROJECT since 2019. It is a series of global ocean protection activities enabled by SHISEIDO Suncare products. Prior to the competition, in partnership with WSL Pure and WSL One Ocean, SHISEIDO will carry out coral preservation activities in cooperation with a marine conservation organization. Kanoa Igarashi who is a SHISEIDO BLUE PROJECT ambassador will join the WSL One Ocean activation in Tahiti.

*SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, suncare and fragrance products in 88 countries and regions around the world. Through skincare and makeup based on cutting-edge technology, we will realize beauty full of mental and physical vitality by drawing out the power of the beauty of each consumer to the fullest extent possible. [SHISEIDO official website] <https://brand.SHISEIDO.co.jp/>



■ Ocean protection initiatives at the SHISEIDO Tahiti Pro

As part of the SHISEIDO BLUE PROJECT activities, the SHISEIDO Tahiti Pro will host a WSL One Ocean activation ahead of the competition. WSL One Ocean is the WSL's global initiative to protect and conserve our one ocean. In Tahiti, WSL One Ocean and Tahiti Iiti Surf Club have teamed up with the Coral Gardeners, an ocean protection organization, in coral preservation activities concurrent with the competition. Specifically, they will be transferring ~400 corals that were put in nurseries during last year's activation, and planting them onto a damaged reef, in order for them to grow and restore biodiversity. Through these activities, the involved groups will communicate the importance of coral reefs to communities and encourage everyone to take action. The activities will involve Kanoa Igarashi, the global ambassador of SHISEIDO.



※Coral preservation activities in Tahiti, 2022 (Photo by WSL / Damien Poullenot)

■ Previous sustainability activities of SHISEIDO and WSL

Under the theme Respect for Oceans, SHISEIDO and WSL One Ocean have carried out ocean protection activities since 2019. To date, SHISEIDO has participated 22 times, with more than 1,000 total participants. Together with WSL One Ocean, the groups have promoted activities in diverse communities together with project ambassador Kanoa Igarashi, other professional surfers, environmental stewards, and community members.

■ Special SHISEIDO BLUE PROJECT website <https://brand.SHISEIDO.co.jp/SHISEIDObblueproject.html>
[World Surf League official website]<https://www.worldsurfleague.com/>



Photo 1: Kelp restoration in Portugal



Photo 2: Beach cleanup in Huntington, CA



Photo 3: Beach cleanup in Tsurigasaki, Chiba

■ About Kanoa Igarashi, SHISEIDO BLUE PROJECT global ambassador

One of the world's leading professional surfers, he was a silver medalist at the Tokyo 2020 Olympic Games where he represented Japan. Globally influential on social media where he posts about fashion and lifestyles, he communicates information globally via his social media account as a global ambassador of the project since 2019.

[Profile]

Date of birth: October 1, 1997

Height: Approx. 180 cm

Home: Huntington, CA

Languages: English, Portuguese, Japanese, Spanish and French

Key achievements: Gold medal at the 2022 ISA World Surfing Games, silver medal at the Tokyo 2020 Olympic Games where he represented Japan

Instagram: <https://www.instagram.com/kanoaigarashi/>



Please check the website for more information about the SHISEIDO Tahiti Pro.

<https://www.worldsurfleague.com/events/2023/ct/75/SHISEIDO-tahiti-pro/main>