

Shiseido Wins Two Top Awards at 33rd IFSCC Congress 2023 in Barcelona

~Receiving a total of 27 top awards, and making a new record in IFSCC history ~

Aline Robert-Hazotte, a researcher at Shiseido Europe Innovation Center, won the top award for the Podium Presentation Basic Research category, and Ryushi Fukuhara, a researcher at the Shiseido MIRAI Technology Institute, won the top award for the Podium Presentation Applied Research category, at the 33rd IFSCC*1 Congress 2023 Barcelona, the world's largest research conference for cosmetics technology. It was held in Barcelona, Spain from September 4 to 7, 2023. Among a total of 449 research presentation papers (76 Podium Presentation papers and 373 Poster Presentation papers), their research presentations were chosen to receive the top awards, resulting in Shiseido achieving a total of 31 awards*2 (of which 27 are top awards) including those received at the "IFSCC Congress" held every other year and those from the "IFSCC Conference" which is held in the year between the biennial Congress. This achievement makes Shiseido the most awarded company among all cosmetic manufacturers in the world.


Shiseido will continue to create innovative value by leveraging its globally acclaimed capabilities of research and innovation and deliver beauty innovations to people around the world in pursuit of realizing its corporate mission, "BEAUTY INNOVATIONS FOR A BETTER WORLD".

*1 IFSCC: The International Federation of Societies of Cosmetic Chemists


*2 The IFSCC Congress is held annually from 2023.

Outline of award-winning presentation

【Podium Presentation Basic Research Award】

	Deep dive in emotional communication in humans: study of the transmission of positive emotions through body odors
	Aline Robert-Hazotte, Ph.D., researcher, Shiseido Europe Innovation Center
	Shiseido in collaboration with Lyon Neuroscience Research Centre conducted a study to understand whether positive emotions could be contagious, carried by the odor emitted by the body. This research provides convergent evidence in favor of the capacity of humans to communicate to others their positive emotions through body odor and reveals potential relevant modulating factors (perfumed products, personality, type of relationship). In the context of increasing demand for fragranced products with emotional benefits for a holistic beauty routine, this work opens up new perspectives to develop fragranced products capable of enhancing social communication between individuals and providing holistic benefits to wellbeing.

【Podium Presentation Applied Research Award】

	Novel Design Strategy for Mineral Sunscreens: Dynamic Homogenization of Inorganic UV Filters on the Skin for Enhanced UV Protection and Visual Transparency
	Ryushi Fukuhara, researcher, Shiseido MIRAI Technology Institute
	Inorganic UV filters formulated in mineral sunscreens (or "non-chemical sunscreens") have been known to leave an unnatural white cast. Through joint research with the Tokyo University of Agriculture and Technology, we have discovered a new approach in which the structure of UV filters is automatically enhanced when applied to the skin, spontaneously improving UV protection and transparency on the skin. As a result, we've successfully developed a new sunscreen formulation that provides a high SPF without leaving a white cast.

About IFSCC (The International Federation of Societies of Cosmetic Chemists)

IFSCC (The International Federation of Societies of Cosmetic Chemists) was established in 1959 with the participation of cosmetics chemist societies from eight countries and aims to develop more sophisticated and safe cosmetic technologies through cosmetics chemists around the world. As of today, it comprises more than 16,000 members from 51 societies representing 81 countries and regions, and the IFSCC Congress, which is held in even-numbered years, hosts hundreds of research presentations with about 1,000 participants, acting as a prestigious platform in both name and reality for research presentations on cosmetics and dermatology.

Shiseido Corporate Website "Introducing IFSCC Research Awards":

<https://corp.shiseido.com/en/rd/ifsc/>