

## Shiseido to Attend Sixth China International Import Expo

Shiseido Company, Limited (“Shiseido”) will attend the Sixth China International Import Expo (“CIIE”) from November 5th to 10th, 2023 in Shanghai, China. The company will introduce its over 100 years of extensive technological expertise in skin beauty, as well as its efforts responding to the increasing interest in sustainability among Chinese customers.

At CIIE, Shiseido will introduce its unique ingredient, “CoreXymide,” which was developed based on the company’s 30-year research on basement membrane, the brightening\*<sup>1</sup> ingredient, “4MSK (4-Methoxysalicylic Acid Potassium Salt),” and in the retinol category, the only medicinal ingredient in Japan recognized for its wrinkle-improving effect, “Pure Retinol\*<sup>2</sup>.” By showcasing these ingredients, it aims to enhance people’s understanding of the company’s exceptional technological capabilities.

SHISEIDO, a brand that operates in 88 countries and regions worldwide, is expanding its refill service called “ULTIMUNE FOUNTAIN” currently being offered at the SHISEIDO GLOBAL FLAGSHIP STORE in Ginza, Tokyo, for the first time overseas at CIIE, as part of its commitment to realizing a sustainable society. Customers can bring their used bottles of “Ultimune Power Infusing Concentrate” to stores where the bottles will be cleaned in a hygienic environment and refilled under thorough hygiene management. The service will be launched on November 15th at the Shiseido counter in Shanghai Pudong’s First Yaohan Department Store following its exhibition at CIIE.

Shiseido will also showcase the world’s first cosmetics refill containers that use LiquiForm® technology, a technology in which bottle manufacturing and product filling is combined and conducted in one step, and exhibit refillable products that are currently available in China. Furthermore, it will introduce its initiative that was implemented in China in 2022 called “LAVENDER RING MAKEUP PHOTOS WITH SMILES.” This initiative aims to create a society where cancer patients can enjoy their lives with a smile. .

The CIIE is an annual event hosted by the Chinese Government that started in 2018 with the objective of accelerating an open world economy and facilitating world trade and economic growth through the strengthening of economic exchange and the cooperation between China and other countries and regions. This is the fifth time Shiseido is attending CIIE.

\*1 Brightening refers to the inhibition of melanin production to prevent the formation of dark spots and freckles

\*2 Active Ingredient: Retinol



Shisai Pavilion designed with the concept of demonstrating our wide array of business

## Expo Overview

Venue: National Exhibition and Convention Center

Address: 333 Songze Avenue

Shiseido booth location: 6.1 B03-04

Booth space: 504 m<sup>2</sup>

Main exhibition content:

- Shiseido Group's latest technologies (CoreXymide, 4MSK, Pure Retinol)
- Activities related to sustainability (ULTIMUNE FOUNTAIN, cosmetic container using LiquiForm® technology, other refillable products, LAVENDER RING MAKEUP PHOTOS WITH SMILES)
- New products from SHISEIDO, DRUNK ELEPHANT, ANESSA, INRYU
- Main products from 24 key brands available in China (ANESSA, AQUA LABEL, AUPRES, BAUM, SHISEIDO, Clé de Peau Beauté, d program, Drunk Elephant, EFFECTIM, ELIXIR, ettusais, HAKU, IPSA, INRYU, ISSEY MIYAKE, MAQuillage, narciso rodriguez, NARS, PERFECT COVER, Serge Lutens, SIDEKICK, REVITAL, The Ginza, URARA)