

## "LAVENDER RING MAKEUP & PHOTOS WITH SMILES" Expansion of Global Outreach

~Striving for a society where all cancer survivors can live with smiles~

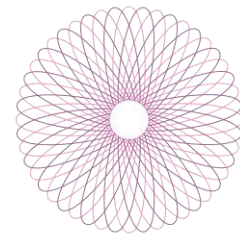
Project "LAVENDER RING," dedicated to cancer survivors\*<sup>1</sup>, aims to expand its network of support for cancer survivors and work towards creating a society where all survivors can live with smiles. Shiseido will be expanding the global reach of "LAVENDER RING MAKEUP & PHOTOS WITH SMILES" with plans to hold events in Malaysia and the Philippines in 2024, making the regions and countries in which LAVENDER RING holds activities to seven, including Japan.

\*<sup>1</sup> LAVENDER RING uses the term "cancer survivors" to refer to all individuals who have been diagnosed with cancer, regardless of whether they are currently undergoing treatment, in remission, or under observation.

### LAVENDER RING

Shiseido, in collaboration with Dentsu Inc. and the non-profit organization CancerNet Japan, operates LAVENDER RING with a mission to "bring smiles to all cancer survivors." The color "Lavender" is used as a prominent feature as a symbol representing all cancer types. Despite cancer being a prevalent disease, there are still many prejudices and misunderstandings towards cancer survivors in society. Thus, Shiseido started collaborating with companies, organizations, local governments, and medical institutions to promote a correct understanding of cancer and expand the circle of understanding in Japan in 2017. Since 2022, LAVENDER RING has also expanded its presence in four countries and regions overseas (China, Singapore, Taiwan, and Thailand).

LAVENDER RING: <https://lavender-ring.com/en/>



LAVENDER  
RING

### LAVENDER RING MAKEUP & PHOTOS WITH SMILES

LAVENDER RING MAKEUP & PHOTOS WITH SMILES is an initiative that targets cancer survivors. It involves makeup lessons and hair advice provided by professional makeup artists and hairstylists followed by a photographer capturing the participants vibrant expressions and appearance, and finally, personalized messages to create individual posters. These posters, showcasing the people and their loved ones who are living their lives authentically despite having cancer, are later exhibited in various locations, reaching people throughout society with personal stories of survival.



MAKEUP & PHOTOS WITH SMILES 2023



MAKEUP & PHOTOS WITH SMILES Singapore



MAKEUP & PHOTOS WITH SMILES Taiwan

#### MAKEUP & PHOTOS WITH SMILES Accomplishments

Since its inception in 2017 until 2023, LAVENDER RING has collaborated with medical institutions and patient organizations in five countries and regions. Through these partnerships, Shiseido has successfully conducted 30 MAKEUP & PHOTOS WITH SMILES sessions with the participation of 653 groups (individual cancer survivors, some with loved ones) of cancer survivors.

Countries and Regions	Sessions	Participation of Cancer Survivors
Five countries and regions	30 times	653 groups
<b>Breakdown</b>		
Japan	19 times	297 groups
China	5 times	125 groups
Singapore	2 times	99 groups
Taiwan	2 times	102 groups
Thailand	2 times	30 groups

#### LAVENDER RING MAKEUP & PHOTOS WITH SMILES Poster Exhibition

The LAVENDER RING MAKEUP & PHOTOS WITH SMILES Poster Exhibition will be held at the 38th Annual Meeting of the Japanese Society of Cancer Nursing. The exhibition will be open to the public on the following dates:

Host: Japanese Society of Cancer Nursing, LAVENDER RING

Dates: February 24, 2024 (Saturday) from 15:00 to 17:00, February 25, 2024 (Sunday) from 13:30 to 16:00

Venue: 3rd floor lounge, near venue 6, Kobe International Conference Center

(Address: 6-9-1 Minatojima Nakamachi, Chuo-ku, Kobe City 650-0046)

## Reference: Shiseido's Cancer Appearance Care

Since its establishment in 1872, Shiseido has been making use of its research achievements accumulated over many years to support various individuals in taking their initial steps towards authenticity, regardless of age, illness, or disabilities, through the power of beauty.

The activities began in 1956 when Shiseido released the first dedicated cover foundation in Japan called "Shiseido Spots Cover" with the aim of providing whatever little support it can to those who had suffered burns due to war. Subsequently, under the name "Shiseido Life Quality Makeup"<sup>\*2</sup> the company has been working on improving the quality of life (QOL) of those who are troubled by birthmarks and scars by developing dedicated products and proposing personalized total makeup. Since 2008, Shiseido has expanded its scope to address beauty concerns caused by changes in appearance due to the side effects of cancer treatment, such as changes in skin color and loss of eyebrows and eyelashes. The company has also launched the "Perfect Cover"<sup>\*3</sup> brand, which addresses skin concerns that are difficult to cover with regular foundation. It is currently conducting these activities in four countries and regions: Japan, China, Singapore, and Taiwan.

In Japan, Shiseido uses a specialized facility, the "Shiseido Life Quality Beauty Center"<sup>\*4</sup>, as its base to provide individual counseling by appointment for free. It also holds "Appearance Care Seminars" for healthcare professionals and cancer patients upon request. A booklet called "Appearance Care for your Confidence and Comfort"<sup>\*5</sup>, which contains beauty information regarding appearance changes, is distributed nationwide for free at medical institutions. The booklet is also available for download from the company website.

\*2 Shiseido Life Quality Makeup: <https://corp.shiseido.com/slqm/en/>

\*3 Shiseido Life Quality Makeup's dedicated product "Perfect Cover": <https://corp.shiseido.com/slqm/en/products/>

\*4 Shiseido Life Quality Beauty Center: <https://corp.shiseido.com/slqm/en/salon/>

\*5 Download Appearance Care Booklet: <https://corp.shiseido.com/slqm/en/assets/pdf/appearance-care-book.pdf>



Counseling at Shiseido Life Quality Beauty Center



"Appearance Care for your Confidence and Comfort" Booklet



"Perfect Cover" that covers deep skin concerns