

SHISEIDO Continues to be the Title Sponsor of Tahiti Pro as WSL's Global Suncare Partner and Sustainability Partner

SHISEIDO*, the brand operated by Shiseido Company, Limited in 88 countries and regions around the world, has collaborated with the World Surf League (WSL), the global home of competitive surfing, as an official Suncare Partner since 2019, reinforcing the importance of sun protection to the surfing community, including its greatest athletes. As a Sustainability Partner, SHISEIDO has engaged in at least 35 beach clean-ups and conducted coral restoration activities with the WSL. SHISEIDO will continue to be the title sponsor of the SHISEIDO Tahiti Pro held in Tahiti, French Polynesia while enhancing its partnership with the WSL.

*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/>



The projects WSL and SHISEIDO will carry out in 2024

The WSL is the global home of competitive surfing. It has actively worked with surfers around the world and regional environmental conservation organizations to carry out ocean protection activities. SHISEIDO continues its title sponsorship of the SHISEIDO Tahiti Pro as an official WSL Suncare and Sustainability Partner. The SHISEIDO Tahiti Pro is scheduled to be held this May at the same venue for surfing in the Olympic Games Paris 2024. SHISEIDO continues to take action towards ocean conservation throughout the year.

Statements from SHISEIDO and WSL

"SHISEIDO is pleased to announce the extension of its global partnership with WSL, a partnership that has been ongoing since 2019," said Shiho Nagasaka, Vice President of Marketing & Consumer Experience Department, SHISEIDO Global Brand Unit.

"SHISEIDO and WSL have collaborated on activities promoting respect for the ocean, including beach clean-ups, and restoration for coral, kelp, and oysters. We aim to encourage people worldwide, including the WSL community and its athletes, to advocate the importance of protecting your skin and the environment with SHISEIDO Suncare. Moving forward, we are committed to continuing to build on our commitment to sustainability with the WSL. It is our mission to continuously work together with the WSL community, our partner athletes, and our consumers to respect and protect our ocean worldwide."

"We've been partners with SHISEIDO since 2019, and we're particularly proud of our sustainability work together as part of WSL One Ocean and SHISEIDO Blue Project, including the award-winning content series we produced together," said Cherie Cohen, WSL Chief Revenue Officer. "Having a global partner like SHISEIDO that's as invested as we are in ocean sustainability makes this partnership something special, and there's a lot more to come in 2024, which is set to be a transformative year for the sport."

About the SHISEIDO BLUE PROJECT

SHISEIDO has promoted the SHISEIDO BLUE PROJECT together with the WSL, the global home of competitive surfing, and professional surfer Kanoa Igarashi, guided by the theme "Respect for Oceans" since 2019. In 2023, the WSL, in partnership with SHISEIDO, carried out over 16 projects and activities, which focused on protecting and conserving our global ocean environment in cooperation with local communities, surfers and over 100 organizations.

Highlights of Impacts in 2023

- 100,000 corals planted through efforts with Coral Gardeners
- 2 tons of plastic removed through river intervention projects in Latin America
- 1,635 volunteers engaged across all WSL One Ocean activations
- 3,041 youth educated on cultural and environmental stewardship
- WSL One Ocean received six awards, such as the Leaders In Sport Sustainability Category Award and the Green Sports Alliance Waste Champion Award.

We have promoted activities in diverse communities together with project ambassador Kanoa Igarashi, other professional surfers and community members.

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



Photo 1: Restoration of coral in Tahiti



Photo 2: Beach cleanup in Huntington, CA



Photo 3: Sea kelp cultivation in Portugal

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

Home: Huntington, CA

Height: Approx. 180 cm

Languages: English, Portuguese, Japanese, Spanish and French

Major achievements: 5th in the 2022 WCT, gold medal at the 2022 ISA World Junior Surfing Championship.

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



About the World Surf League (WSL)

The World Surf League (WSL) is the global home of competitive surfing, crowning World Champions since 1976 and showcasing the world’s best surfing. The WSL oversees surfing’s global competitive landscape and sets the standard for elite performance in the most dynamic playing field in all of sports. With a firm commitment to its values, the WSL prioritizes the protection of the ocean, equality, and the sport’s rich heritage, while championing progression and innovation.

For more information, please visit WorldSurfLeague.com.

About SHISEIDO Suncare

We develop products that protect the skin from harmful UV rays and also help protect the global environment. They incorporate original Sun Dual Care™ technology that converts sunlight into light for skincare while blocking UV rays, and SynchroShield™ technology that enables its protective veil to be even more effective in the heat, in the water and when you are sweating.

SHISEIDO Clear Sun Care Stick SPF50+, PA++++

The transparent sunscreen stick protects the skin even from strong UV rays.

