

Shiseido Receives its First “Promotion Award” at Women's Health Management® Awards

Shiseido has received the “Promotion Award” for the first time at the Women's Health Management® Awards organized by the Women’s Healthcare Awareness & Menopause Network Society for promoting women's health and well-being. Viewing beauty and health as a key source of vitality, the company formulated the “Shiseido Health Declaration,” actively promoting initiatives for its employees and their families to live more beautifully and healthily, to fulfill its corporate mission of “BEAUTY INNOVATIONS FOR A BETTER WORLD.” This recognition comes as a result of Shiseido’s launch of its “Women's Health Project” in 2020 and the company’s implementation of initiatives to enhance health literacy as part of a three-year mid-term plan starting in 2023.



【Women’s Healthcare Awareness & Menopause Network Society logo】

The Women's Health Management® Awards organized by the Women’s Healthcare Awareness & Menopause Network Society

The Women's Health Management Awards honors individuals as well as corporations and organizations where these individuals are affiliated, that have passed the Women's Health Certification for Women's Health Promoters and Women's Health Management Promoters, for their proactive efforts in promoting support for women's health, education, and management.

※1: “Women's Health Management” is a registered trademark of the General Incorporated Association for Women's Health and Menopause.

※2: “Women's Health Certification” is a certificate issued by an educational initiative organized by the General Incorporated Association for Women's Health and Menopause that aims to promote a society where women can achieve a healthy and fulfilling career throughout their lives, contribute to public health improvement, and promote the formation of a better society. The “Women's Health Certification” is a registered trademark of the General Incorporated Association for Women's Health and Menopause.

※3: Individuals who have passed the basic course for the Women's Health Certification, acquiring fundamental knowledge about women's health and workstyle improvements

※4: Individuals who have passed the advanced course for the Women's Health Certification, acquiring fundamental knowledge about women's health and workstyle improvements

Approach to “Women's Health Project” by SHISEIDO

The SHISEIDO Group, which consists of more than 80% female employees, established the “Women’s Health Project” to focus more on dealing with the life-stage health issues of women. Aiming to ensure that all women have the right information and understanding of their life-stage health issues and can take autonomous health actions, SHISEIDO, in 2023, has released its mid-term health strategy with an annual theme (such as menopause in 2023, menstruation/PMS/pregnancy (infertility)/preconception care in 2024, and weight control/osteoporosis/anemia in 2025) to improve health literacy and develop a corporate culture that can have open-minded discussions.



【Seminar Scene in FY2023】

Outlook

Shiseido aims, through investing in health, to create a virtuous cycle where its employees become healthier and, as a result, give back to society. Moving forward, the company will continue to actively support its employees and their families through various initiatives, further strengthening its commitment to health management.

【Related Information】

Health and Safety of the Shiseido Group: <https://corp.shiseido.com/en/sustainability/labor/health.html>