

## SHISEIDO as the Title Sponsor of SHISEIDO Tahiti Pro Presented by Outerknown Begins on May 22<sup>nd</sup>

- To donate proceeds to Coral Gardeners,  
a Marine Conservation Organization Protecting the Coral of Tahiti -

SHISEIDO\*, the brand operated by Shiseido in 88 countries and regions of the world, will co-sponsor the SHISEIDO Tahiti Pro Presented by Outerknown held in Tahiti, French Polynesia from May 22 to 31, 2024 as its title sponsor. This will be the second consecutive year as title sponsor. 2024 is an Olympic year, and the surfing events will also take place in Tahiti. Tahiti's waves of Teahupo'o are said to be the scariest in the world, testing surfers' mental abilities and skills. This year's SHISEIDO Tahiti Pro is a unique opportunity for the world's best surfers to compete before the Olympics. The event will broadcast LIVE on [WorldSurfLeague.com](https://www.worldsurfleague.com).

SHISEIDO is implementing the SHISEIDO BLUE PROJECT efforts to protect the oceans worldwide through sun care under the theme "Respect for Oceans." Surfers spend time in the sea, and they are committed to its care. In partnership with the World Surf League (WSL), SHISEIDO will work with these surfers and continue efforts to protect the beautiful oceans by conveying the importance of this project to the local community and the next generation of children.

\*SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, sun care 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/>



### Coral Restoration, Preservation, and Support in Tahiti

SHISEIDO is implementing the SHISEIDO BLUE PROJECT efforts to protect the oceans worldwide through sun care under the theme "Respect for Oceans." This is the second year of coral restoration and preservation efforts in Tahiti as part of this project. SHISEIDO is working to restore and preserve coral again this year before the competition as a WSL global sustainability partner in cooperation with WSL PURE, WSL One Ocean, WSL's nonprofit organizations, and Coral Gardeners, an organization working to protect the ocean. Coral preserved last year will be observed, and workshops on restoring the coral to good health will be held. Project ambassador Kanoa Igarashi and local children will also participate to convey the importance of protecting the coral ecosystem to the local community and surfers.

Donations will also be made through WSL PURE's grant program to support ongoing ocean preservation efforts. This funding will be used for coral restoration projects undertaken by Coral Gardeners. Coral is a symbol of Tahiti. By promoting improved awareness and participation in ocean preservation among the local community, we will help preserve and support the beautiful coral of Tahiti at the competition site.



Photo: Coral Restoration in Tahiti last year

### About SHISEIDO BLUE PROJECT Initiatives

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, SHISEIDO carried out over 17 projects and activities which focused on protecting and conserving our global ocean environment in cooperation with local communities, surfers and over 100 organizations. SHISEIDO continues to promote these activities together with various communities, including local residents and children.

[Special SHISEIDO BLUE PROJECT website] <https://brand.shiseido.co.jp/shiseidoblueproject.html>

[World Surf League official website] <https://www.worldsurfleague.com/>

### 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. He communicates information globally via his social media accounts as a global ambassador of the project since 2019.

#### [Profile]

Date of birth: October 1, 1997 Height: Approx. 180 cm

Home: Huntington, CA

Languages: English, Portuguese, Japanese, Spanish and French

Key achievements: Gold medal at the 2022 ISA World Surfing Games and silver medal at the Tokyo 2020 Olympic Games, where he represented Japan.

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

