

Press Release



## **ANESSA Partners with Japan Football Association to Support Children's Holistic Well-being**

**- Will Co-host JFA | ANESSA Kids Event for ANESSA Sunshine Project on June 16 -**

May 21, 2024—ANESSA, the No.1 suncare brand in Asia\* from Shiseido, is proud to announce a partnership between the Japan Football Association's (JFA) JFA PARTNERSHIP PROJECT for DREAM and the ANESSA Sunshine Project to support the holistic well-being and development of children. ANESSA is the first cosmetic brand to enter into a JFA Social Value Partnership.

\* Euromonitor, Beauty and Personal Care 2024 edition, retail value sales, 2023 data. Asia as per Euromonitor's Asia Pacific definition.



Under the partnership, ANESSA and JFA will jointly organize participatory events for children, including conducting UV education classes for families to encourage children to play safely outdoors while enjoying the benefits of the sun, and organizing outdoor activities. This initiative will support children to enjoy outdoor activities and make it a habit to do so with appropriate UV protection, and ultimately help children build a foundation for lifelong well-being. ANESSA will also provide UV education to JFA coaches to create an environment where children can safely play under the sun.

As the first initiative, ANESSA and JFA will host the dually named "JFA | ANESSA Kids Event for ANESSA Sunshine Project" at Prince Takamado Memorial JFA YUME Field in Makuhari, Chiba on June 16. After opening remarks by Shiseido's Chiaki Tomita and JFA's Tsuneyasu Miyamoto, children will participate in fun outdoor physical activities combined with UV education about safe play in the nurturing sunshine (details below).

The new partnership is in line with the aspirations of both partners, namely JFA's philosophy "to create a rich sports culture through soccer and to contribute to people's well-being and the development of society" and ANESSA's brand purpose "Free to Shine: let people shine infinitely under the sun."

ANESSA, which sells sun care products in 12 Asian countries and regions,\*\* launched the ANESSA Sunshine Project in May this year to help children build a foundation for lifelong holistic well-being through nurturing experiences under the sun. In particular, the project is designed to counteract the negative trend of children in modern society spending less time playing outdoors.

\*\* China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Philippines, Singapore, Taiwan Thailand, and Vietnam

“We are very pleased to collaborate with ANESSA, Shiseido's sun care brand, as our new JFA Social Value Partner,” said Tsuneyasu Miyamoto, President of the Japan Football Association. “JFA is actively promoting the joy of playing sports and supporting people's holistic well-being, so we hope through this partnership to encourage children to learn about UV rays and the benefits of playing outside.”

“It is a great honor to collaborate with the JFA to promote the ANESSA Sunshine Project,” said Chiaki Tomita, Shiseido's Chief Brand Officer of Global Premium Brands. “Through this partnership, we will strengthen ANESSA's support for children's holistic well-being and create opportunities for more children to play outdoors in the nurturing sunshine.”

Going forward, ANESSA and JFA will continue their collaboration to promote the joy of outdoor play and UV protection awareness, ultimately to enhance children's holistic well-being and development.

### **JFA | ANESSA Kids Event for ANESSA Sunshine Project**

JFA | ANESSA キッズイベント  
さあ、外で遊ぼう!  
ANESSA SUNSHINE PROJECT  
2024.6.16 (日)  
午前9時開場 / 9時30分開始  
高円宮記念JFA夢フィールド(幕張)  
子どもにも使える ANESSA プレゼント!  
参加キッズ募集中  
参加費無料  
\*サッカー経験問わず

- Date: Sunday, June 16, 2024
- Time: 9:30am to 12:30pm
- Location: Prince Takamado Memorial JFA YUME Field (11, Mihama, Mihama-ku, Chiba City, Chiba Prefecture)
- Target: Elementary school students from 1<sup>st</sup> to 3<sup>rd</sup> grade (about 80 students)
- Program: Children enjoy physical activities under the sun with UV protection (no soccer experience needed)
- Organizer: Japan Football Association (JFA)
- Special sponsor: SHISEIDO Co., Ltd.
- Participation fee: Free of charge
- Registration: Please access to the website below to provide required information and register in advance.

Note: If the number of applicants exceeds capacity, the participants will be selected by lottery.

Website for registration: <https://www.jfa.jp/news/00033939/>

(The page will be opened at 4pm on May 21)

## **About ANESSA**

A Japanese skincare expert brand established in 1992. Going beyond sunscreen, ANESSA helps people shine infinitely under the sun. ANESSA's suite of products is based on formulas that develop cutting-edge UV protection technology that nurtures the skin, today and into the future. Boasting the No.1 position in sales in Asia,\* as a global skincare brand, ANESSA is currently available in 12 Asian countries and regions.\*\*

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\*\* China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Philippines, Singapore, Taiwan Thailand, and Vietnam

**ANESSA Official Website:** <http://anessa.shiseido.co.jp/en/>