

Shiseido's Initiatives for Pride Month Towards a society where everyone can live their authentic self

Shiseido will be holding events both inside and outside the company during June's "Pride Month," a time when events raising awareness for LGBTQ+ rights are held around the world.

Shiseido's June Pride Month Initiatives

- Internal events will be held to provide an opportunity for every employee to think about the current situation surrounding those involved in the LGBTQ+ community. These events include testimonies from employees who are part of the LGBTQ+ community and talk sessions with external experts. Employees from Shiseido and Shiseido Japan will be participating, leading to the acquiring of accurate knowledge regarding LGBTQ+ and the cultivation of ally communities in the workplace.
- Makeup courses will be held in Tokyo for transgender individuals and in Osaka for those in the LGBTQ+ community. Shiseido Japan's professionals will serve as instructors, lecturing on the basics of skincare and makeup as a method to express one's individuality.
- Shiseido set up a booth in the Nagoya Rainbow Pride.¹ In addition to measuring the skin conditions of people using an app and offering them personal beauty color diagnosis, Shiseido provided skincare tips and suggested suitable color options for visitors. Shiseido employees also participated in the parade.

Message from Ayako Hirofuji, Executive Officer, Chief DE&I Officer



Shiseido expresses its desire to create new values while respecting and empathizing with different values as "LOVE THE DIFFERENCES" (let's love our differences), which is the slogan for our DE&I initiatives. This past April, we participated in Tokyo Rainbow Pride² for the sixth time in total. I myself participated in the parade together with 80 volunteer employees, and I strongly recognized once again the importance of listening to LGBTQ+ community members and allies. Shiseido will continue to make utmost efforts to support the LGBTQ+ community as a company that stands with the LGBTQ+ community and allies inside and outside the company, aiming

to realize a society where everyone can live their own lives as their authentic self.

Shiseido's Past Initiatives

Internal Initiatives

Shiseido is committed to eliminating discrimination and harassment based on gender identity and sexual orientation, ensuring that employees can work just as they are. The Shiseido Code of Conduct and Ethics,³ which outlines actions each Shiseido Group employee is expected to take, stipulates respect for diversity and no tolerance for any form of discrimination in the workplace. A commitment to not discriminate or harass anyone based on gender identity and not just sexual orientation was added in the April 2022 revision, further strengthening the company's commitment to LGBTQ+ rights and prohibiting discrimination. HR training aimed at promoting the understanding of LGBTQ+ is also being conducted. Furthermore, in 2017, employment regulations in Japan have been revised to allow employees' same-sex partners to receive the same treatment as opposite-sex spouses when utilizing welfare benefits. These include special leave, care systems, and childcare systems.

External Initiatives

Aiming to realize a society where everyone can live their own lives as their authentic self, Shiseido is also actively communicating to society. To better cater to the individual needs of diverse customers and to ensure that LGBTQ+ customers can seek advice with confidence at any store, Shiseido Japan's Personal Beauty Partners (PBP) who have specialized knowledge in beauty have been training in LGBTQ+ customer service since 2019.

Shiseido has been participating in the Tokyo Rainbow Pride, the largest pride event in Japan, since 2015, and this April marked its sixth time exhibiting. Pamphlets introducing Shiseido's LGBTQ+ initiatives were distributed at the booth, and both LGBTQ+ individuals and allies participated in the parade.

In 2020, the company also expressed its support for the "Business for Marriage Equality"⁴ campaign, advocating for the legalization of same-sex marriage.



Scenes at the Tokyo Rainbow Parade 2024

Shiseido's Diversity, Equity & Inclusion (DE&I)

Shiseido is committed to realizing its corporate mission, "BEAUTY INNOVATIONS FOR A BETTER WORLD," by prioritizing diversity, equity, and inclusion (DE&I) as its key business strategy. The company aims to create a culture where employees respect individuals' differences regardless of gender, age, or nationality, feel valued, and continue to contribute to innovations through the synergy of the company's diverse workforce. Shiseido has set its strategic actions as "Advancing Gender Equality" and "Empowering People Through the Power of Beauty," and by 2030, it will support 1 million people in each of these actions, leveraging its findings and expertise from the company's longstanding efforts. Shiseido remains firmly committed to respecting the human rights of all stakeholders. This commitment is the foundation for working with all the stakeholders throughout the company's business, including employees and consumers, for a highly inclusive society where everyone can be their authentic self.

1. An event that visualizes the diversity of people focused on LGBTQ+ and petitions for equal rights and dignity.
2. An event that celebrates the diversity of "gender" and "lives" together with LGBTQ+ individuals and their supporters (allies). Official website: <https://tokyorainbowpride.com/english/>
3. Shiseido Code of Conduct and Ethics: https://corp.shiseido.com/en/company/standards/pdf/standard_eng.pdf
4. A campaign to visualize companies that support marriage equality. Official website: <https://bformarriageequality.net/>

Shiseido's Sustainability Society

<https://corp.shiseido.com/en/sustainability/society/>