

## Press Release

## Shiseido Wins WorldStar Awards for Two Packaging Designs at International Contest Hosted by the World Packaging Organisation Innovative Design Integrating Premium Quality and Sustainability with the Adoption of New Forming Technology, LiquiForm®

Shiseido's packaging designs for SHISEIDO EUDERMINE Activating Essence and Clé de Peau Beauté Lune Joaillier, Luminous Jeweled Moon won the WorldStar Award at WorldStar Competition 2024 organized by the World Packaging Organisation (WPO). The awards ceremony took place in Bangkok, Thailand on Saturday, June 15 (Photo 1). Both products were focused on their aesthetics, premium user experience, and the use of refillable containers to reduce environmental footprint.

The two award-winning products were developed under Shiseido's Premium/Sustainability approach of Shiseido's unique R&D philosophy, DYNAMIC HARMONY which seeks to balance respect for and coexistence between people, society, and the global environment with skin benefits, superior design, and tactile satisfaction. Shiseido will continue to explore fields of research and adapt quickly and comprehensively to the changing social landscape and demand.

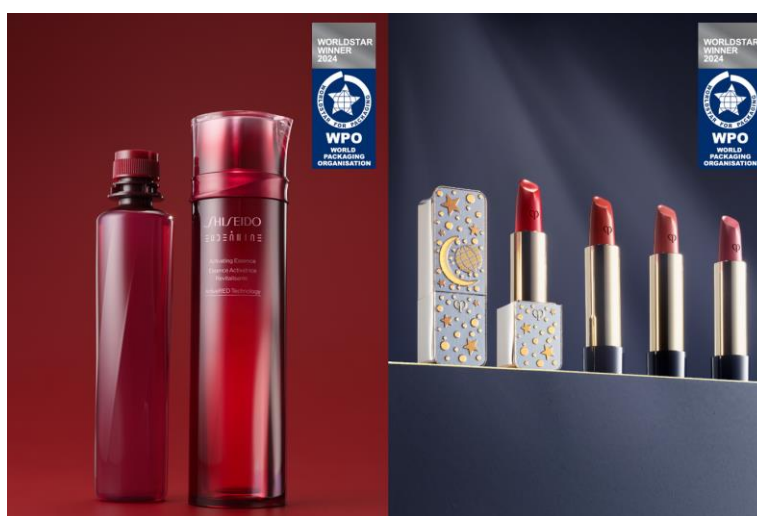


Photo 1: Award-winning SHISEIDO EUDERMINE Activating Essence (left) and Clé de Peau Beauté Lune Joaillier, Luminous Jeweled Moon

### Overview of Award-Winning Products

#### ■ SHISEIDO EUDERMINE Activating Essence

This product is the first in the world to adopt the LiquiForm® technology<sup>\*1</sup>, which achieves bottle manufacturing and content filling in one step, for cosmetics. The packaging exudes a sense of luxury with a dual structure comprising the main container and the refill container. By reusing the main container, it is possible to reduce the amount of plastic discarded after use by 92%<sup>\*2</sup>. Across the entire supply chain, this product achieves approximately a 70%<sup>\*3</sup> reduction in CO<sub>2</sub> emissions compared to our standard conventional refillable containers of the same volume.

\*1. The new packaging technology was developed chiefly by Amcor. Shiseido worked with Yoshino Kogyosho, a company that has put the technology to use, to jointly develop cosmetic packaging.

\*2. Comparison between a case where a customer disposes of the outer container when purchasing a second bottle and a case where a customer disposes of only the refillable container after use.

\*3. CO<sub>2</sub> emissions per unit for both our existing refillable container and Liquiform®-based refillable container have been verified by the SuMPO Environmental Label Program (in accordance with ISO/TS14067:2013). Figures were compared by Shiseido.

■ Clé de Peau Beauté Lune Joaillier, Luminous Jeweled Moon

Celebrating the 40th anniversary of the global luxury brand Clé de Peau Beauté, this lipstick collection achieves the highest levels of luxury and sustainability. It features a design that captures the essence of makeup excitement and a refillable mechanism that enables easy replacement without the need to discard the main container. The refill cap is made of recycled plastic\*4.

\*4. Plastic recycled from waste generated during the manufacturing process, also known as post-industrial recycled (PIR) resin.

About WorldStar Competition 2024

The WorldStar Competition is an international packaging contest held annually by the World Packaging Organisation to encourage the development and dissemination of superior packaging designs and technologies. Entries must have won awards in national or international packaging contests between 2021 and 2023 and were judged by a panel of more than 40 experts on eight criteria, including protection, usability, aesthetics, and environmental friendliness. Shiseido entered two designs that had won the Japan Star Award in Japan Packaging Contest 2023\*5.

\*5. Press release: Shiseido Sets New Record with Four Awards at Japan Packaging Contest 2023 (The 45th Contest)

<https://corp.shiseido.com/jp/news/detail.html?n=0000000003693> (Japanese only)