

**SHISEIDO collaborates with art director Yuni Yoshida
in celebrating ULTIMUNE's 10th anniversary.
Brand ambassador Masami Nagasawa embodies this world view.
~BELIEVE IN BEAUTY.~**



July 1st - Shiseido Company, Limited (“Shiseido”) has announced the launch of a collaboration with Japanese art director Yuni Yoshida to celebrate the 10th anniversary of SHISEIDO ULTIMUNE.

Since its launch in 2014, ULTIMUNE has gathered a dedicated worldwide following among people of all nationalities, ages, genders and skin types. With 252* beauty awards earned since its introduction, this product has become SHISEIDO’s signature serum. Renewed in 2018, 2021 and now in 2024, each droplet represents years of dedication to the pursuit of new possibilities for bringing out skin’s natural beauty.

*Cumulative number of awards worldwide since the first product released in 2014 (as of December 2023)

About the collaboration with Yuni Yoshida

Yuni Yoshida is a popular Japanese creative whose breathtaking art pieces are skillfully crafted by hand, from real materials. They demonstrate her obsession with details, her unique visual wit, and her warm, human touch. Ms. Yoshida’s intense focus on both precision and aesthetics aligns perfectly with SHISEIDO’s values. Sharing a dedication to craftsmanship, a common drive for originality, and belief in the power of beauty, SHISEIDO and Yuni Yoshida have come together as partners to create a visual expression of all these qualities for ULTIMUNE’s 10th anniversary. This stunning new work features brand ambassador Masami Nagasawa under the campaign concept “BELIEVE IN BEAUTY.”

About the Design concept

With ripples of intricately arranged petals from camellias and other flowers in SHISEIDO’s signature red, the visual represents the rippling energy of the beauty within all of us.

A Japanese sensibility comes through in Yuni Yoshida’s modern, international style. Near the back, the uneven ripples resemble a liquid, with petals placed like splashes that look as if they could begin moving.

SHISEIDO brand ambassador Masami Nagasawa stands elegantly in the center of it all, in a dress that blends seamlessly into the flowers. The captivating visual expresses the energy of a single droplet falling, and its expansive effect. Each detail of the floral ripples is meticulously crafted, encapsulating the dedication to art and craftsmanship that Yuni Yoshida and SHISEIDO share.



A word from Yuni Yoshida

“The theme of this visual is ‘beauty spreading from the inside out,’ depicted through red flower petals arranged like ripples of water,” Ms. Yoshida explains. “The ripples symbolize not only the skin becoming hydrated and radiant from within, but also how the product reaches people worldwide. The image of Masami Nagasawa, posed elegantly like a droplet at the center of the ripples, evokes a quiet power, exuding vitality and energy, as well as the confidence that comes with time and experience.”

Yoshida chose a red dress and an abundance of flower petals for the visual because she believes they are easily recognized as symbols of beauty. “We were meticulous about arranging the petals, placing them one by one on the dress to create a ripple-like effect,” she says. “The ripples, which expand out from a single drop, evoke not only the beauty of the skin, but also the idea of ULTIMUNE reaching people around the world since its release 10 years ago. In this way, the concept of the visual aligns perfectly with the 10th anniversary, which was essential.”

Yuni Yoshida believes everyone and everything has the power to be beautiful in diverse ways. “The concept of this collaboration is that everyone harbors the power of beauty, and that resonates with me deeply,” says Yoshida. “I believe that even the most ordinary thing holds the power of beauty within itself. Looking at the ordinary from a different perspective can suddenly allow you to see new possibilities. I cherish that power of beauty hidden within, and I hope to keep incorporating it into my art.”

About Yuni Yoshida



Born in Tokyo in 1980, Yuni Yoshida is a graduate of Joshibi University of Art and Design. After positions with Onuki Design and Uchu Country, she became an independent Art Director and Designer in 2017. She is currently active in a wide range of genres, including advertising, CD jacket and book design, and video creation. Some of Yoshida’s representative works are: advertisements for LUMINE, LOWRYS FARM, and ettusais, key visuals for the drama “*Elpis*”, CD artwork for Chara, Kaela Kimura, and Gen Hoshino. UNIQLO x DISNEY collaboration, among many others. In 2016, she was honored with the TOKYO ADC Award, and in 2019, the Mainichi Design Award.

Campaign Concept

BELIEVE IN BEAUTY.

The power of beauty belongs to us all.

ULTIMUNE releases the beauty locked up within,

Igniting every individual’s potential.

Letting beauty soar beyond a simple reflection

to transform into an action, a movement, an evolution.

So our beauty is not just something we can see,

But something we can believe in.



Comment from Masami Nagasawa

“I am honored to be a part of this campaign with Yuni Yoshida, commemorating SHISEIDO ULTIMUNE’s 10th anniversary. Yuni’s creations possess a deep, powerful beauty that seems to come from a mystical world. It was an absolute joy to be a part of this vision of hers, especially while focusing on ULTIMUNE, which I love. We have created something truly beautiful, and I hope people will enjoy our visuals and films as much as we enjoyed making them.”

Profile of Masami Nagasawa



Born in 1987 in Shizuoka, Japan, Masami Nagasawa has appeared in numerous films and dramas-The Netflix movie "Parade" etc, and she is one of Japan’s most popular actresses. With her genuine smile and natural beauty, she radiates a positive attitude and happy energy-comparable to the feeling your skin has when you use ULTIMUNE.

Behind the scenes:

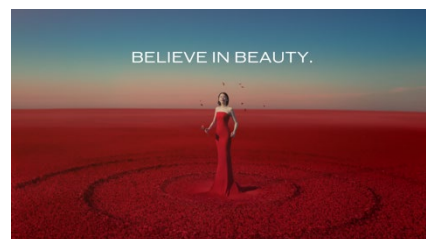
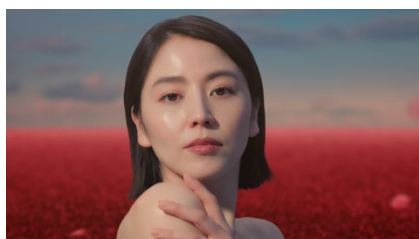
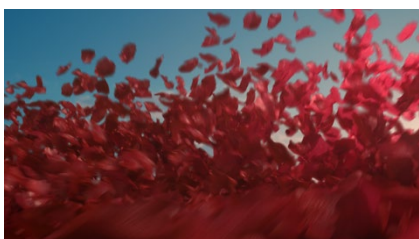
- This important 10th anniversary milestone was filmed on a beautiful and delicately constructed set that was carefully planned down to the last detail. Under Ms. Yoshida's direction, the bright red petals were meticulously laid out one by one, creating a breathtaking space. The power of the flowers was expressed as if they were about to start moving—potentially springing up at any moment.
- The shoot took place over two days in a very warm and friendly atmosphere. Ms. Nagasawa's dignified presence was as impressive as her dress, which was constructed entirely of flowers. Even before editing, the team found it difficult to make selections, because there were so many exceptional shots, as if each one was a work of art.

About the Key Film


Title: BELIEVE IN BEAUTY 30 sec.

Film URL : <https://international.shiseido.co.jp/lp-ultimune10years-special.html>

Film Director : Genki Ito



About ULTIMUNE

Product name Category Quantity	Product Feature
<p>SHISEIDO ULTIMUNE Power Infusing Concentrate <Serum></p>  <p>50mL 50mL (Refil) 30mL</p>	<p>Deflect daily damage* with a stronger skin barrier.</p> <p>Our award-winning serum brings you 3 major benefits in just 3 days: enhanced radiance, resilience, and smoothness. SHISEIDO believes these 3 key factors make skin strong, beautiful and resistant to the external stressors that cause aging. Powered by Japanese skincare science, ULTIMUNE delivers visible changes fast, setting you on the path to Powerful, Healthy Vibrant Skin in just 3 days.**</p> <p>Discover 3 visible changes in 3 days**</p> <p>89% of women felt their skin had improved radiance.** 92% of women felt their skin had improved resilience.** 94% of women felt their skin had improved smoothness.**</p> <p>For all skin types: Oily / Combination / Dry Smooth two pumps evenly over the face after cleansing and before moisturizer or serum, morning and evening.</p> <p><small>*dryness, **Self-assessment by 103 women.</small></p>

ABOUT SHISEIDO

SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skin care, make up, sun care and fragrance products in 88 countries and regions of the world. SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute. As the global prestige brand with roots in Tokyo's Ginza district, Shiseido expects that SHISEIDO, loved by people around the world, will continue to grow.

SHISEIDO brand site

<https://international.shiseido.co.jp/>

Instagram

<https://www.instagram.com/shiseido/>