

Press Release

**Shiseido wins for two research technologies
at CES Innovation Awards® 2025**

- Accelerating Innovation with internationally acclaimed engineering, design and innovation -

Shiseido was recognized for two research technologies at the “CES Innovation Awards 2025”, an international awards program that recognizes outstanding digital technologies and technology products from the perspective of engineering, design and innovation, for “Gait Beauty Measurement System” and “SHISEIDO Skin Visualizer”. This year’s program received a record number of submissions—over 3400.

The award-winning technologies were researched and developed under our R&D philosophy, “DYNAMIC HARMONY”, in order to address skin concerns of each individual based on our proprietary data and findings. Shiseido will continue to deepen its research areas by integrating our findings from over 100 years of research and digital transformation to respond quickly and broadly to the changing social environment and diversifying needs.

Overview of award-winning technologies

■ Awarded in the beauty & personal care category

“Gait Beauty Measurement System”



The open innovation program of the Shiseido Research Institute, “fibona^{*1}”, developed “Gait Beauty Measurement System” through joint research^{*2} with ORPHE Inc. (hereafter ORPHE) The “Gait Beauty Measurement System” is a beauty solution with a focus on “walking,” which forms the basis for all movements, to evaluate the beauty of gait^{*3} by using small sensors attached to the insteps of shoes and an analysis app, and based on the results of the evaluation, provide recommendations personalized to each individual’s condition on how to walk and impressions of their face.

Shiseido has established through research a method for quantitatively evaluating the beauty of the gait through visual observation in the three categories of “liveliness,” “stretchiness” and “softness” using over 200 points of data. Furthermore, we have developed unique algorithm to easily access and accurately evaluate individual gaits, using “ORPHE ANALYTICS^{*4}”, a gait analysis system of ORPHE, with whom we are conducting joint research. This product can easily assess the beauty of a person’s gait in a matter of minutes by simply attaching sensors to the insteps of their shoes and capturing a side-view video of them walking for approximately 10 meters.

It has been shown that maintaining a beautiful gait not only enhances the elegance of one’s movements and gestures but also increases the skeletal muscle index, decreases the body fat percentage, and positively affects facial impressions, such as skin complexion and expressions, as well as one’s mental state. We can provide personalized recommendations for stretches and other exercises to enhance the beauty of the gait.

*1 Shiseido New Research Center’s Open Innovation Program “fibona” (2019)

<https://corp.shiseido.com/jp/news/detail.html?n=0000000002739>

*2 Shiseido Research Institute “fibona” Establishes Basis for New Evaluation Method for Beautiful Gait with Startup Company (2022)

<https://corp.shiseido.com/jp/news/detail.html?n=0000000003337>

*3 Gait: Characteristics of posture and movement when walking

*4 About ORPHE ANALYTICS <https://orphe.io/analytics>

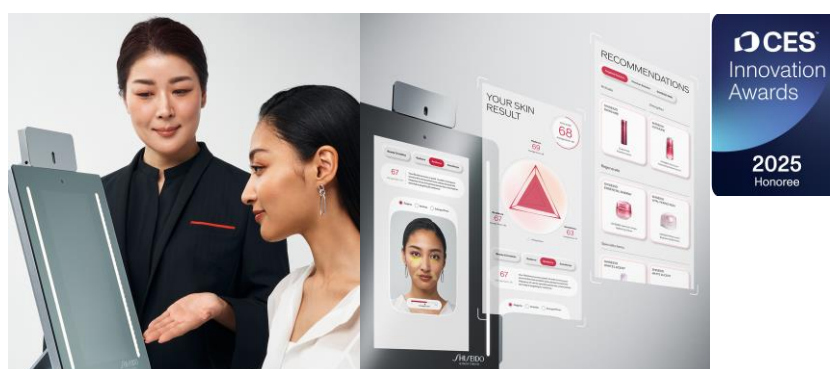
Akane Yanagihara, Researcher, Shiseido MIRAI Technology Institute
Comment on receiving the award

“The technology that received the award was created from research that focused on the ‘beauty of gait (walking)’, which forms the basis for all movements. Through this technology, I hope that people will become more aware of ‘movements’ as an element of a person’s beauty. In the development of this technology, it took a lot of effort to establish a method for evaluating the beauty of gait, and ORPHE, our joint research partner, also made great efforts for this product, so I am honored to have received this award. I aim to further elucidate the relationship between skin, body and mind through our gait research and support each individual to achieve the beauty that they aspire to.”



Researcher Akane Yanagihara

■ Awarded in the beauty & personal care category
“SHISEIDO Skin Visualizer”



Since its launch in 2021 as the Shiseido’s first^{*5} skin measurement device to visualize skin’s beauty circulation^{*6}, the “SHISEIDO Skin Visualizer” has continued to evolve to meet the needs of consumers. It measures and visualizes the capillary conditions on the “visible” skin surface and “invisible” inside of the skin with no need for touching the skin or removing makeup, regardless of gender, skin color or skin type, using two types of cameras: an RGB camera that captures full-color images using red, green and blue light; and a thermal camera that detects heat. Based on the results, this device predicts trends in skin conditions and provides optimal beauty advice tailored to each individual.

Shiseido has developed a new technology to visualize not only uniformity but also density of capillaries by utilizing measurement data from Optical Coherence Tomography Angiography (OCTA)^{*7} and by constructing an algorithm based on the measurement results of this device. Our research has revealed that the condition of blood vessels is closely related to the condition of the skin, and that fine and uniform capillaries contribute to the formation of healthy skin.

*5 SHISEIDO introduces the first Skin Visualizer: a contact-free device that measures and visualizes skin’s Beauty Circulation (2021)

<https://corp.shiseido.com/jp/news/detail.html?n=0000000003160>

*6 Beauty circulation: A state in which the three major elements of beautiful skin (radiance with clarity, resilience/suppleness, and smoothness) are in a good condition

*7 Optical Coherence Tomography Angiography (OCTA): Technology used also in medical settings for fundus observation, etc.

Go Takehi, Researcher, Shiseido MIRAI Technology Institute
Comment on receiving the award

“With the ‘SHISEIDO Skin Visualizer’, anyone can experience skin measurement based on our latest research findings in our stores. There were many challenges in translating our laboratory-based research results into an experience that consumers can easily understand, but I am very honored to have overcome those challenges, and to receive this award. I will continue to advance our research technology to provide even greater value in the future.”



Researcher Go Takehi

CES Innovation Awards®

The “CES Innovation Awards” is a program run by the Consumer Technology Association (CTA) that recognizes outstanding digital technologies and technology products from the perspective of engineering, design and innovation. It is held every January prior to the “CES”, one of the world’s largest digital technology trade fairs held in Las Vegas, USA.

*The CES Innovation Awards are based upon descriptive materials submitted to the judges. CTA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.

Shiseido’s R&D Philosophy “DYNAMIC HARMONY”

Shiseido Formulates Its Unique R&D Philosophy “DYNAMIC HARMONY” (2021)

<https://corp.shiseido.com/en/news/detail.html?n=0000000003252>

The DYNAMIC HARMONY special website:

<https://corp.shiseido.com/en/rd/dynamicharmony/>