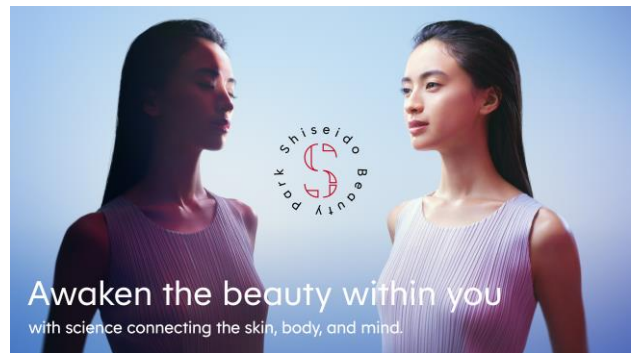
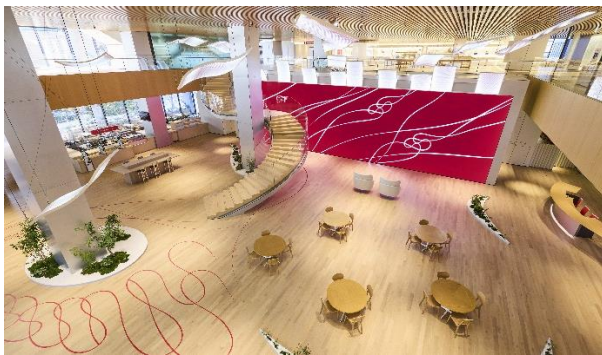


Co-creating Future Beauty by Connecting Researchers and Consumers at “Shiseido Beauty Park” Opening on January 22

- A facility where one can experience cutting-edge science that studies beauty through a holistic approach to the human being, focusing on the connections between skin, body, and mind -

Shiseido will renovate the first and second floors of the Shiseido Global Innovation Center, a research hub located in the Minato Mirai 21 area in Yokohama, and open “Shiseido Beauty Park” on January 22, 2025 based on the concept of “Awaken the beauty within you with science that connecting the skin, body, and mind.” “S/Park,” the research hub that opened in 2019, will be evolved and transformed as a place where researchers and consumers can connect and co-create the possibilities for beauty of the future.

The evolution of R&D will enable Shiseido to further accelerate the creation of innovative values to realize its corporate mission of “BEAUTY INNOVATIONS FOR A BETTER WORLD.”



Overview of the five laboratories at “Shiseido Beauty Park”

“Shiseido Beauty Park” houses five laboratories in total, namely the “Shiseido Beauty Diagnosis Lab,” the “Shiseido Kitchen Lab,” and the “Shiseido Art & Science Lab” where consumers can experience “Beauty Artscape®,”^{*1} a cutting-edge science that unravels the connections between the skin, body, and mind; as well as the “fibona Lab,” which promotes open innovation; and lastly the “Shiseido People Lab,” which aims to further evolve the researchers, that lead innovation.

- ① **Shiseido Beauty Diagnosis Lab:** A beauty checkup that shapes your future by measuring your skin, body, and mind, and visualize what you will look like three years into the future.
- ② **Shiseido Kitchen Lab:** “BEAUTY YAKUZEN”^{*2}, a new dining experience of beauty and health for the skin, body, and mind.
- ③ **Shiseido Art & Science Lab:** The video focused on the theme of “AWE”^{*3} that makes you more beautiful simply by watching it.
- ④ **fibona Lab:** An “experimental base” where you can experience “unprecedented” beauty products that are co-created from the research laboratory.
- ⑤ **Shiseido People Lab:** An activity to evolve researchers who support innovation through support programs for researchers and co-creation and experimentation with consumers in various laboratories.

*1 “Beauty Artscape®” is Shiseido’s proprietary cutting-edge science that aims to elucidate the holistic human (the connections between skin, body, and mind) by combining life science and Kansei science with data science. Based on these algorithms, Shiseido will provide personalized products and services with prediction, prevention, and advice on improvement for beauty of the future.


*2 YAKUZEN is an ancient Oriental diet that balances the body by incorporating natural food ingredients to address the seasonal changes the body faces.

*3 “AWE” is what you experience when presented with something so grand it’s beyond comprehension. It’s the feeling you have when you stand before a sweeping vista, realizing how tiny you are in comparison. Experiencing AWE causes changes in your brain activity, suppressing inflammation and making you more altruistic. It affects both body and mind, and is reported to have a wide range of effects on society itself.

An advanced beauty science that takes a holistic approach to the skin, body and mind
Beauty Artscape®


① Shiseido Beauty Diagnosis Lab

A beauty checkup that shapes your future by measuring your skin, body and mind




② Shiseido Kitchen Lab

BEAUTY YAKUZEN - A new dining experience of beauty and health for the skin, body, and mind.




③ Shiseido Art & Science Lab

(Beauty Retreat Theater)
The visual experience focused on the “AWE” that makes you more beautiful just by watching at it



④ fibona Lab

The Shiseido Global Innovation Center’s open innovation “experimental base”



Co-creation aimed at developing beauty products that don’t yet exist
fibona

⑤ Shiseido People Lab Co-creation between researchers and consumers

Facility overview of “Shiseido Beauty Park”

Five laboratories	<ul style="list-style-type: none"> ① Shiseido Beauty Diagnosis Lab ② Shiseido Kitchen Lab ③ Shiseido Art & Science Lab <ul style="list-style-type: none"> • Beauty Retreat Theater • Museum ④ fibona Lab ⑤ Shiseido People Lab <p>*Please check the official website for the opening hours of each laboratory. *At the time of its opening, the Shiseido People Lab will focus on activities aimed at developing researchers – the foundation of all innovations – through support programs for researchers as well as co-creation and experimentation with consumers in various laboratories. There will be no experiential content available.</p>
Address	1-2-11 Takashima, Nishi-ku, Yokohama
Access	Right outside Exits 1 and 2 of “Shin-Takashima” Station on Minatomirai Line 10 minutes’ walk from the East Exit of JR/Municipal Subway “Yokohama” Station
Admission fee	Free of charge
Official website URL	https://shiseidobeautypark.shiseido.com/en/
Official SNS (Instagram)	https://www.instagram.com/shiseidobeautypark/

Reference information

Details of the five laboratories at “Shiseido Beauty Park”

Lab ① “Shiseido Beauty Diagnosis Lab”

A beauty checkup that shapes your future by measuring your skin, body, and mind

Shiseido Beauty Diagnosis Lab fuses Shiseido's state-of-the-art science with a luxurious space whose design embodies Japanese beauty sensibilities. We offer a beauty checkup service that can only be experienced in our laboratory, a crystallization of art and science.

The service uses “Beauty Artscape®,” which applies science to beauty, focusing on the holistic human (the connections between skin, body, and mind). It analyzes your skin's innate qualities from the inside, looking not just at your skin but at your whole body, such as the shape of your nose and the way you walk. It consists of a total of 13 measurements that even encompass your mind and every one of the five senses. This analysis identifies which of the 144 Beauty Artscape® IDs reflect how your own skin, body, and mind connect. This makes it possible to visualize what you will look like three years into the future.



Shiseido Researchers measure each service user along with a Beauty Artscape® advisor who provides scientifically based and objective advice on beauty and lifestyle habits. Furthermore, we offer three experiences matched to the state of your own skin, body, and mind, based on your personal measurement results. It provides total support for everything from your future beauty to the way you live.

<Details of the three experiences>

We provide solutions based on the individual measurement results of each person.



Skin



Body



Mind

◆Personalized “skin” treatments

A 20-minute treatment experience led by a Beauty Artscape® advisor that focuses on the face and décolleté area.

◆Sweets that create beauty from within the “body”

You will enjoy Shiseido Bliss balls and Yakuzen tea based on nutritional science. Originating from Australia, “Bliss Balls” are ball-shaped sweets made from natural ingredients such as nuts and dried fruits.

◆“Beauty Retreat Theater” offers AWE-inspiring visual experience that “makes you look more beautiful simply by watching it”

You can enjoy scents based on the measurement results along with videos that follow a seasonal theme.

How to experience the services:

Scheduled to start on March 1, 2025. We will accept reservations from January 22, 2025.

*You can make a reservation after registering on “My Page” of the Shiseido Beauty Diagnosis Lab.

My Page URL (<https://beautydiagnosislab.shiseido.com/mybeautykarte/signin>)

Time required: Approx. 3 hours

Fees: ¥30,000 (tax included)

*The service will be available in Japanese only throughout 2025.

Lab ② “Shiseido Kitchen Lab”

BEAUTY YAKUZEN – A new dining experience of beauty and health for the skin, body, and mind

Shiseido Kitchen Lab leverages Shiseido's cutting-edge scientific study of the connections between skin, body, and mind to analyze the causes of the beauty issues that arise each season. It provides a new dining experience of beauty and health for the skin, body, and mind. Shiseido has turned its attention to the fact that foods provide similar benefits to medicines. "Yakuzen" is based on the idea that medicine has the same principles as diet. Shiseido Kitchen Lab's menus have been supervised by the researcher specializing in the research of "Yakuzen." In recent years, the younger generation has also been paying attention to "traditional Chinese medicine" and "Yakuzen". We have also focused on selecting Yakuzen ingredients that consider the health of the younger generation, as well as to the beautiful appearance that embodies the fusion of art and science, which is part of Shiseido's DNA.



Shiseido Kitchen Lab offers a year-round menu as well as seasonal menus that address the beauty concerns of each season. The year-round menu includes “Yakuzen curry with four kinds of herbs & pork” and “Ginseng chicken soup with ginger” as well as three types of Yakuzen teas to choose from depending on your physical condition and mood, in addition to sweets and drinks. Available until February, the winter menu offers BEAUTY YAKUZEN Meals (three versions: Meat, Seafood, and Kid's) as well as seasonal sweets that focus on winter beauty concerns such as loss of elasticity and wrinkles and help with the function of the kidneys by supporting the circulation of fluids and hormone secretion in the body.

<Recommended menu>



Yakuzen curry with four kinds of herbs & pork



BEAUTY YAKUZEN Meal (Seafood)



BEAUTY YAKUZEN Parfait -WINTER-

◆Year-round menu “Yakuzen curry with four kinds of herbs & pork ¥1,540 (tax included)”

A special vinegar & spiced curry with perilla, Japanese wild parsley, dill, and mint. Made with an original blend of spices that warms the body, this flour-free, light dish has an herbal mix that will boost your circulation of vital energy.

◆January & February-only menu “BEAUTY YAKUZEN Meal “Seafood” ¥1,870 (tax included)”

Shiseido's exclusive Yakuzen meal for your health and beauty. One main dish and four deli items curated just for you. Comes with soup and rice. The main course is herbal spring rolls with shrimp & scallop stuffings and soybean dip.

◆January & February-only menu “BEAUTY YAKUZEN Parfait -WINTER- ¥2,530 (tax included)”

A winter medicinal cuisine parfait with a colorful base comprising strawberries and marinated kumquats, filled with roasted green tea chai ice cream and topped with snowflakes of carrot tuiles, creating an eye-catching dessert. It also incorporates many Yakuzen ingredients that are said to warm the body, so you can expect this sweet treat to keep you toasty and warm.

Lab ③ “Shiseido Art & Science Lab”

The visual experience focused on “AWE” that makes you more beautiful simply by watching it, and an experiential museum where you can feel the essence of beauty and science.

◆“Beauty Retreat Theater”

The “Beauty Retreat Theater,” the Symbol of the facility, has one of the world’s largest 16K screens and is located on the first floor. By utilizing over four decades of Shiseido’s research in the field of Kansei science*⁴ related to cosmetics, which unravels subjective aspects such as human sensations and psychology through objective, scientific approaches, Shiseido provide videos supervised by its researchers that induce a sense of AWE and exert a positive effect on the mind and body.



“AWE” is what you experience when presented with something so grand it's beyond comprehension. It's the feeling you have when you stand before a sweeping vista, realizing how tiny you are in comparison. Experiencing AWE causes changes in your brain activity, suppressing inflammation and making you more altruistic. It affects both body and mind and is reported to have a wide range of effects on society itself. In a demonstration experiment, approximately 88% of people who watched the AWE-inducing video rated themselves experiencing a level of AWE higher*⁵ than that of those who just watched a video of natural scenery, suggesting that it contributes to the AWE experience.

In addition, the theme of the production was “Human Beauty Landscape,” in line with Shiseido’s DNA of fusion of art and science. The aim was to not only provide visitors with an AWE experience, but also for them to visualize the mysterious resemblance between the beauty of the human body and natural formations so as to enjoy it as a work of art. Combining landscape images of the four seasons with the beauty of the human body will allow visitors to enjoy an unprecedented visual experience that spans from vast natural landscapes to the microscopic world of cells. The first screening, available only during the winter season, will be “Hydration Winter,” which combines images of austere, snowy mountains with huge icebergs.

How to experience the services:

Please proceed to the “Shiseido Beauty Diagnosis Lab” for this experience.

*An approximate 7-minute AWE video will be shown every 30 minutes during time slots with no reservations.

◆Museum

The museum, which occupies the second floor, will host unique exhibits on beauty and innovation based on Shiseido’s history of research that spans over a century. It will be composed of four zones: “SCIENCE & ART” “LIFE OF BEAUTY” “INNOVATIONS IN BEAUTY” and “FUTURE” – the museum features a series of exhibits on cutting-edge technology unique to the research institute, as well as experiential content based on the theme of



“Questions of Beauty.” Through these exhibits, visitors can discover insights about “beauty” that will help improve their daily lives and contribute to a better future.

Lab ④ “fibona Lab”

The Shiseido Global Innovation Center's open innovation experimental laboratory

The Shiseido Global Innovation Center launched fibona, its open innovation program, in 2019. It is constantly evolving, led by the concepts of “Unprecedented, Co-creation, and Incomplete.”

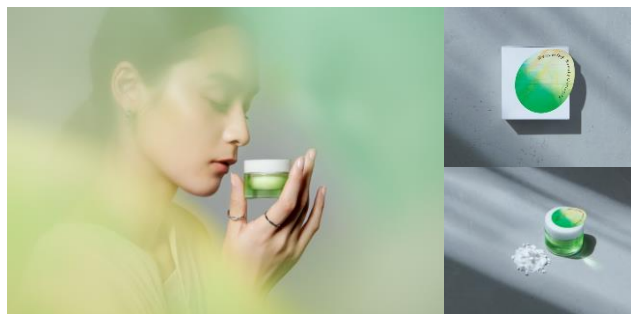


At the fibona lab, Shiseido leverage its extensive research expertise, cultivated over more than 100 years, to develop products by integrating innovative technologies from startups and unique ideas from consumers. Visitors will be able to try out and purchase the products that were developed by the fibona Lab. As a place for both beauty inspiration and co-creation as well, the lab has plans for a variety of art projects, where art pieces will be exhibited every three months with a different theme. The first product was the “Skin Accessory,”^{*6} which was released exclusively on Makuake in September 2024, and is now available for purchase again at the fibona Lab. In addition, a new scented powder item, the “Kahadasho,”^{*7} will be released on January 22, 2025. Art pieces feature mannequin heads with the “Skin Accessory” created by artists from the Shiseido Beauty Creation Center as well as Amazing JIRO, a special effects makeup artist who is also a member of the external creative support team.

fibona products



“Shiseido fibona 09-151 Skin Accessory (B)”



“SHISEIDO fibona 03-215 (Hinoki) Kahadasho”

Art pieces



Examples of art pieces using “Skin Accessory”

Lab ⑤ “Shiseido People Lab”

The evolution of the “researchers” that lead innovation.

With the aim of evolving the “researchers” that lead innovation, the “Shiseido People Lab” will run a variety of in-house support programs and promote co-creation with consumers at each laboratory. On top of deepening their respective research themes, another aim is for researchers to gain a deeper understanding of the consumer’s voice and business perspectives in order to create more innovative values.



*4 Kansei science is an approach to product innovation that focuses on emotional engineering. Fusing aesthetics, sensory psychology and design, it seeks to create objects and experiences that appeal to the senses (visual, olfactory, auditory and tactile) in order to arouse an emotional response in the user.

*5 In a 2024 Shiseido survey of 51 men and women in their 20s to 60s, 88.2% of the respondents rated experiencing a level of awe higher than that of those who watched a video of natural scenery.

*6 “Skin Accessory” – a new sensation that blends into your skin (2024)

<https://prtimes.jp/main/html/rd/p/000002718.000005794.html>

*7 “fibona” launches a new “unprecedented,” co-created beauty product – “Kahadasho,” a new sensation that changes the scent of the skin itself (2025)

<https://prtimes.jp/main/html/rd/p/000002777.000005794.html>

**Original uniforms for Shiseido Beauty Park
produced by fashion brand CFCL**

Intended to turn the activities at “Shiseido Beauty Park” into an experimental and co-creative space, these original uniforms are designed to retain the elements of the white lab coats that researchers normally wear, but allowing them to move more casually and actively. In line with the current background of diversifying values, the design can also be worn by both men and women to suit different individualities and climates.

More about CFCL : <https://cfcl.jp/>

