

## Backed by world-leading skin research, SHISEIDO's iconic ULTIMUNE is a serum reborn—to slow the skin aging cycle\*<sup>1</sup>.

SHISEIDO's NEW ULTIMUNE propels to a new level of aging care - to bring out your ultimate beauty potential now, and over time.



March, 2025 – Shiseido Company, Limited (“Shiseido”), creator of luxury skincare brand SHISEIDO, announces its latest science-backed innovation: a new ULTIMUNE, backed by over 30 years of research, and infused with SHISEIDO's own world-leading technology focused on skin's innate strength for fundamental aging care. Infused with new patented\*<sup>2</sup> technology of Power Fermented Camellia+, ULTIMUNE ignites skin's regeneration power\*<sup>3</sup>, to infuse 30 million skin cells\*<sup>4</sup> with new life. Slow the skin aging cycle\*<sup>1</sup> and see the clinically proven results: visibly reduced aging signs.

\*<sup>1</sup>the negative spiral leading to fine lines and wrinkles from dryness

\*<sup>2</sup> JP7579470B2

\*<sup>3</sup> Skin regeneration power is recovering the skin's ability to maintain its moisture barrier.

\*<sup>4</sup> stratum corneum on surface

Beyond just strengthening skin's barrier, ULTIMUNE produced remarkable results in both clinical tests and consumer tests prove that it slows the skin aging cycle by reducing aging factors\*<sup>1</sup>. And 98% felt that aging signs\*<sup>2</sup> were visibly reduced in 4weeks\*<sup>3</sup>.

\*<sup>1</sup>The negative spiral leading to fine lines and wrinkles from dryness

\*<sup>2</sup> dryness and wrinkles.

\*<sup>3</sup>Consumer test result of 107 women.

### Efficacy results prove skin improvement:

- Clinically shown to improve 11 aging signs\*<sup>1</sup>
- Clinically shown to improve: +51% Radiance, +38% Firmness, +63% Smoothness.\*<sup>2</sup>

\*<sup>1</sup>Even skin tone, skin transparency, redness, dullness, pores, roughness, firmness, wrinkles, smile lines, elasticity, fine lines

\*<sup>2</sup>Clinical test on 34 women for 8 weeks

## Consumer test results\*<sup>1</sup>: significant improvements in skin condition

SHISEIDO has identified these qualities as the keys to slow aging skin producing healthy, smooth skin with a natural glow.

- In just 3 days:  
98% felt their skin had a healthy glow.
- After 4 weeks:  
98% felt the serum slowed the skin aging cycle by reducing aging factors\*<sup>2</sup>  
98% felt aging signs\*<sup>3</sup> were visibly reduced.  
97% said their skin looks more youthful.
- After using one bottle\*<sup>4</sup>:  
99% felt their skin had become resistant to aging signs\*<sup>3</sup>.  
98% felt the serum helped their skin deflect aging from the core.  
98% felt the serum will help sustain their beauty for 10years.

\*<sup>1</sup>Based on consumer sensory tests with 107 women

\*<sup>2</sup>The negative spiral leading to fine lines and wrinkles from dryness

\*<sup>3</sup>dryness and wrinkles

\*<sup>4</sup>Using 50mL of ULTIMUNE bottle for 8 weeks

### ● Key technology and Ingredients

A concentrated extract of Japanese camellia from Gotoh Island, where camellias bloom vigorously, despite the harsh environment.

### **The core of our key ingredient: Power Fermented Camellia+ with patented technology\*<sup>1</sup>**

SHISEIDO's innovative patented technology\*<sup>1</sup> of Power Fermented Camellia+ contains Camellia seed extract, with antioxidant properties. Through a fusion of cutting-edge bio-fermentation technologies inspired by traditional Japanese ki-koji fermentation, SHISEIDO now amplifies the potential of amino acid for the skin, boosting the amino acids in camellia seeds by 3.4x\*<sup>2</sup>.

Targeting the source of aging in the skin, this unique ingredient supports protecting the skin from aging factors such as dryness and boosts your skin's innate strength to achieve its full beauty potential.

\*<sup>1</sup>JP7579470B2 \*<sup>2</sup> Compared to before fermentation

### **With respect for nature and the ideal of less-waste production, almost every bit of the camellia plant is utilized in new ULTIMUNE.**

From petals to leaves to seeds, virtually every bit of the Gotoh Island camellia plant is utilized in making ULTIMUNE. This reflects Shiseido's focus on sustainability, and concern for the ecosystems of our sourcing locations.

- Camellia Seed Extract : Made by upcycling the strained lees of the camellia seeds, to bring the full power of fermented camellia. Contains Camellia Seed Extract with anti-oxidant properties.
- Camellia Leaf Extract: supports protecting the skin from stimulus of excess sebum due to dryness.
- Camellia Flower Extract: supports the skin barrier by improving the stratum corneum's resistance.
- Camellia Seed Oil: supports moisture with an emollient effect.

● **Eco-conscious packaging**

The materials, shapes, and specifications of the new ULTIMUNE packaging are centered on sustainability, interpreting its familiar form and essence in eco-conscious ways.


- The container is made of at least 15% of recycled glass.
- The ULTIMUNE serum line-up has a 20% reduction in container weight.\*
- Refills reduce plastic waste by 93% vs the regular pack.
- Refill cap is made of 50% plant-derived plastic.
- The outer carton is made with FSC-certified paper from responsible wood sources.

\*compared with ULTIMUNE Power Infusing Concentrate- excluding 30mL and 120mL

**【Product List】**

Product name	Category	Net Volume
ULTIMUNE Power Infusing Serum	Serum	30mL
		50mL
		75mL
ULTIMUNE Power Infusing Serum (Refill)	Serum	50mL 75mL

**PRODUCT SUMMARY**

Product name Category Quantity	Product Feature
<p>ULTIMUNE Power Infusing Serum</p>  <p>&lt;Serum&gt; 30mL 50mL 75mL</p> <p>&lt;Refill&gt; 50mL 75mL</p> <p>* Sizes vary according to the market</p>	<p><b>Slow the aging cycle*<sup>1</sup>, with your fundamental aging care. Tap into your ultimate beauty potential now, and over time.</b></p> <p>New ULTIMUNE Power Infusing Serum is the result of SHISEIDO’s world-leading research on skin’s innate strength, which has been ongoing for over 30 years. This deeply hydrating aging care serum features exclusive patented*<sup>2</sup> Power Fermented Camellia+. Absorbing into 30 million surface cells*<sup>3</sup>, it strengthens skin’s moisture barrier and helps to slow the skin aging cycle*<sup>1</sup>, and reduce visible aging signs. Reignite the skin’s regeneration power. See your ideally smooth, radiant, and resilient look emerge from within.</p> <ul style="list-style-type: none"> <li>• Slow the skin aging cycle by reducing aging factors *<sup>1</sup>(with clinically proven results).</li> <li>• 98% felt aging signs*<sup>4</sup> were visibly reduced in 4weeks*<sup>5</sup>.</li> <li>• With its rich yet dewy texture, you can feel the micro-capsules quickly penetrate 30 million skin cells*<sup>3</sup>, transforming into a smooth veil that makes skin feel plumped, firmed and filled with radiance.</li> <li>• ULTIMUNE’s scent, with its natural green floral note, brings an energizing and relaxing feeling. Upgraded with Maturika, a natural fragrance ingredient. Contains natural essence oil.</li> <li>• For anyone and everyone. This formula is for all skin types, including sensitive skin.</li> <li>• mineral-oil free</li> <li>• Over 91% of the ingredients are of natural origin.</li> </ul> <p>*Calculation based on ISO16128 standard (including water)</p>

	<ul style="list-style-type: none"><li>• <b>NON-COMEDOGENIC. DERMATOLOGIST-TESTED.</b></li></ul> <p>*<sup>1</sup> The negative spiral leading to fine lines and wrinkles from dryness *<sup>2</sup> JP 7579470B2 *<sup>5</sup> stratum corneum on surface *<sup>4</sup> dryness and wrinkles *<sup>5</sup> Consumer test result of 107 women</p> <p>How to Use:</p> <ul style="list-style-type: none"><li>• Apply every morning and evening, after softener and before emulsion and/or cream.</li><li>• When using with other serums, apply ULTIMUNE Power Infusing Serum first.</li><li>• Pump the dispenser twice into your palm and smooth evenly over the entire face.</li><li>• TO REFILL: Save the pump and cap from your original bottle. Insert the pump into the refill, then close cap.</li></ul>
--	--

## ABOUT SHISEIDO

SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, sun care and fragrance products in 90 countries and regions. 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/>