

Press Release



## Marking 30 Years of Innovation: Perfect Cover's Complete Renewal for Seamless and Natural-Looking Coverage

Shiseido Company, Limited ("Shiseido") continues to advance its social activity initiative, Shiseido Life Quality Makeup, which harnesses the power of beauty to support individuals with deep skin concerns such as birthmarks, vitiligo, and visible changes caused by illness or medical treatments. The dedicated product series, Perfect Cover, is expertly designed to address such skin conditions, including birthmarks, vitiligo, burn marks, scars, and changes to skin tone from cancer treatment. In 2025, to mark the brand's 30th anniversary, the entire product line is undergoing a comprehensive renewal. The updated products will debut internationally on February 1, followed by their launch in Japan on February 21, where they will be available at authorized retailers, department stores, Shiseido's official online store, and partnered medical institutions. Currently available in the countries and regions of Japan, China, Singapore, and Taiwan, Perfect Cover is set to expand to France this spring. Shiseido remains committed to expanding the reach of Shiseido Life Quality Makeup, leading efforts to build a society where everyone feels empowered to live as their true self.



### Overview of the Perfect Cover Renewal

The Perfect Cover series was first introduced in September 1995 through collaborative research with medical institutions to provide makeup solutions combining high coverage with a natural finish for individuals concerned with blue discoloration (e.g., Ota nevus), red discoloration (e.g., hemangiomas), and dark spots. The lineup has since expanded with advancements in technology to address additional

concerns, including vitiligo and uneven surfaces such as scars and burn marks. Among visible changes associated with cancer treatment, "skin discoloration" (e.g., darkening and brownish tones, including increased dark spots) is reported\* as the second most significant concern after "hair loss." Perfect Cover effectively addresses these needs and earns positive feedback from customers for its exceptional coverage and long-lasting performance.

With this renewal, Shiseido has further enhanced the functionality of all Perfect Cover products while adhering to the company's sustainable product development guidelines. The shade range has also been expanded to reflect the diverse skin tones of a global audience.

*\*An online survey by Shiseido on awareness and actual conditions of changes in appearance associated with cancer treatment (May–June 2022, May–June 2023). Conducted in the US, China, Germany, France, Japan, Malaysia, Singapore, South Korea, Thailand, and Vietnam. Survey subjects: Men and women living with cancer, ages 20s-50s. Number of valid respondents: 1,650 per country/region, consisting of 1,100 women and 550 men.*

### <Key Renewal Points>

The renewed lineup enhances the products' core features: exceptional coverage and long-lasting performance. Furthermore, all foundation and loose powder shades have been updated to meet the diverse skin tones of the global audience.

- **Foundation MC n Basic Color** now offers up to 16 shades, addressing a wide range of skin tone-related concerns (the number of shades available varies by country/region); it features SPF35, PA+++ (previously SPF30, PA+++).
- **Foundation MC n Control Color**, available in two shades, is designed to achieve a more natural-looking finish for deep discoloration with strong contrast, meeting diverse coverage needs.
- **Foundation VC n**, specialized for vitiligo, now includes a shade for deep skin tones, expanding to a total of two shades (previously one); it features SPF25, PA++\* (previously SPF18, PA++).  
\*Only for Shade Number 1
- **Loose Powder n** introduces a shade for deep skin tones, expanding to a total of two shades (previously one). Additionally, its long-lasting performance has been enhanced, with wear data now confirmed for 12 hours\*\* (previously 8 hours). \*\*Clinically tested on 33 women
- **Cleansing Oil n** has been improved for easier and more thorough removal of Perfect Cover foundations, offering enhanced cleansing properties for effortless makeup removal.

### About Shiseido Life Quality Makeup

Since its founding in 1872, Shiseido has leveraged decades of research to support people of all ages, health conditions, and abilities in finding the strength to let their true selves shine through the power of beauty.

Shiseido Life Quality Makeup is one of the company's most iconic social initiatives, with a history spanning nearly 70 years. It began in 1956 with the launch of Japan's first cover makeup product, Shiseido Spots Cover, developed to assist people suffering from burn scars sustained during wartime. Over the years, the initiative has evolved to include the development of dedicated products such as Perfect Cover, research into changes to appearance associated with cancer treatment, and the creation and dissemination of beauty information aimed at improving quality of life.

The Shiseido Life Quality Beauty Centers serve as the hub for these activities, offering personalized consultations tailored to individual beauty needs in a private, comfortable setting. Consultations are available both in person and online.



Key visual



Designed for a wide range of uneven skin tones and surface conditions.



Personalized consultation

■Shiseido Life Quality Makeup official website

URL <https://corp.shiseido.com/slqm/en/>



■Perfect Cover official Instagram (Launching on April 4, 2025) \*Japanese only

URL [https://www.instagram.com/perfectcover\\_official/](https://www.instagram.com/perfectcover_official/)



## The Power of Beauty: Perspectives from Medical Professionals

### Makeup: Helping You Stay True to Yourself When It Counts

Hiroyasu Kanetaka, Ph.D.

Professor, Division of Interdisciplinary Co-Creation,  
Liaison Center for Innovative Dentistry, Graduate School of Dentistry,  
Tohoku University



For about 20 years, I have been researching the impact of appearance care on quality of life while treating cleft lip and palate, a key focus of my work in the dental and oral field, in collaboration with Shiseido's beauty specialists. Currently, I am working with experts in plastic surgery and clinical psychology to explore its psychological effects on patients.

Appearance care serves as essential psychological support for people living with conditions such as cleft lip and palate, angioma, vitiligo, burns, and surgical scars. Many wish to cover their visible conditions, but they also require psychological care to help them accept their current state. Whether to wear makeup or embrace their natural look is a personal decision, but having this choice provides confidence and reassurance.

Research has evaluated patients' self-esteem before and after makeup application, confirming that self-esteem improves following the application. Adolescent patients often face complex emotions in school and daily life, but psychological metrics indicate that appearance care can alleviate anxiety about their physical features. Additionally, conversations with beauty specialists during treatment provide patients with a valuable space to share concerns that may be difficult to discuss with doctors, nurses, or family members, highlighting makeup as a tool for fostering emotional expression and communication.

I believe makeup has the potential to be a method of powerful psychological support, empowering individuals to live in a way that feels true to themselves.

## The Power of Beauty: Perspectives from Medical Professionals



### Living with Cancer: Inspiring Hope Through Appearance Care

Atsuko Kitano, M.D., Ph.D.

Assistant Chief Director, Department of Medical Oncology,  
St. Luke's International Hospital

As a specialist in chemotherapy, I focus on survivorship care\* for people with breast cancer. Many people struggle with the decline of quality-of-life due to visible changes like hair loss, including scalp hair and eyebrows, and concerns related to skin tone such as pigmentation and loss of a healthy complexion. In my practice, I have seen people living with cancer regain their confidence and smiles through makeup and appearance care. This is especially significant for those who often feel overwhelmed with recurrent cancer and neglect their appearance during treatment. Introducing appearance care can spark a positive mindset, offering renewed hope and dignity. It supports reintegration into society and enhances people's quality of life after treatment, empowering them to embrace life as their authentic selves.

Our hospital has been offering a unique appearance care program, Beauty Ring, for over ten years. Since 2023, the inclusion of appearance care in the national Basic Plan to Promote Cancer Control has helped expand support within medical settings. Collaboration with businesses, such as beauty professionals, and broader societal engagement are essential. Flexible consultation options, such as online or in-person, group or individual, make appearance care more accessible and supportive.

A joint study with Shiseido verified that people with breast cancer experienced improvements in subjective satisfaction with skin and makeup, improved skin condition, reduced negative emotions, and increased self-efficacy through online appearance care consultations.

It is my earnest desire to improve the quality of life for people living with cancer by addressing each individual's concerns and providing appropriate care.

\*Survivorship care: A concept that emphasizes providing compassionate support and solutions to address the physical, psychological, and social challenges faced by individuals diagnosed with cancer.

### Product Lineup (Japan)

Perfect Cover Foundation MC n, featuring unique optical technology for seamless, natural-looking coverage of a wide range of uneven skin tones and surface conditions, Perfect Cover Foundation VC n, and 12 additional products will launch in Japan on February 21, 2025. The products will be available nationwide at authorized retailers, department stores, Shiseido's official online store, and partnered medical institutions.

Total 14 products

Product Name	Beauty Category	Varieties / Number of shades	Volume	Reference Retail Price in Japan
Perfect Cover Foundation MC n	Partial foundation	9 shades Basic Color: 7 shades Control Color: 2 shades	20 g	3,800 JPY (4,180 JPY incl. tax)
Perfect Cover Foundation VC n	Partial foundation	1 shade	18 mL	3,500 JPY (3,850 JPY incl. tax)
Perfect Cover Loose Powder n	Finishing powder	2 shades	8 g	3,500 JPY (3,850 JPY incl. tax)
Perfect Cover Cleansing Oil n	Makeup remover	1 type	195 mL	3,200 JPY (3,520 JPY incl. tax)
Perfect Cover Brush n	Tool	1 type	—	2,300 JPY (2,530 JPY incl. tax)

(Prices shown are suggested retail prices and may vary by store.)

### Product Lineup (International)




A total of 23 products will be launched internationally starting February 1, 2025, with a phased rollout.  
(Product availability may vary by country or region.)









Total 23 products

Product Name	Beauty Category	Varieties / Number of shades	Volume
Perfect Cover Foundation MC n	Partial foundation	18 shades Basic Color: 16 shades Control Color: 2 shades	20 g
Perfect Cover Foundation VC n	Partial foundation	2 shades	18 mL
Perfect Cover Loose Powder n	Finishing powder	2 shades	8 g
Perfect Cover Cleansing Oil n	Makeup remover	1 type	195 mL



















Note: Chinese brand name: PF-COVER



**Product Summary**


Product	Product Features / How to Use
<p>Perfect Cover Foundation MC n 20 g/ 18 shades - Basic Color: 16 shades - Control Color: 2 shades</p>  <p>Note: MC: Acronym for Multi Cover</p>	<p><b>Basic Color</b></p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>A solid foundation infused with moisture for a wide range of uneven skin tones and surface conditions. The formula effortlessly glides on the skin for great coverage and a natural-looking, lasting finish.</p> </div> <ul style="list-style-type: none"> <li>- Provides unique optical color correction to cover and mask blue, red, and deep brown discolorations (dark spots and a dull complexion), vitiligo (weak contrast), and uneven surfaces (acne and other scars, burn marks).</li> </ul>  <p>Note: The alphabet in the shade code represents the undertone (N: Neutral, C: Cool, W: Warm).</p> <p><b>Control Color</b></p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Designed to be used with Basic Color (sold separately), a solid foundation Control Color enhances coverage and color correction for a natural-looking finish.</p> </div> <ul style="list-style-type: none"> <li>- Works with Basic Color to conceal deep discolorations that are hard for Basic Color alone to cover, such as deep blue, deep red, very deep brown, and black tones.</li> <li>- CT-Y is for deep red and black tones.</li> <li>- CT-O is for deep blue, very deep brown, and black tones.</li> </ul>  <p><b>Common to Basic Color and Control Color:</b></p> <ul style="list-style-type: none"> <li>- Resists water, perspiration, and sebum and gives the feeling of less transfer to clothes and face masks.</li> <li>- Long-lasting wear (12 hours).*</li> <li>- Helps protect against UV rays. SPF35 PA+++</li> <li>- Contains the moisturizing ingredients sodium acetylated hyaluronate and glycerin to protect the skin from dryness.</li> </ul> <p>*Clinically tested on 33 women</p> <p>To use</p> <p><b>Basic Color</b></p> <ul style="list-style-type: none"> <li>- Prepare your skin with skincare and apply sunscreen or makeup primer as necessary before using.</li> <li>- Take some product onto fingertips and apply it to areas of concern.</li> </ul>

Product	Product Features / How to Use
	<p><b>Control Color</b></p> <ul style="list-style-type: none"> <li>- Use after skincare, sunscreen, or primer. Use Basic Color (sold separately) first. As needed, layer Control Color for fuller coverage.</li> </ul> <p style="text-align: center;">Basic Color ▶ Control Color ▶ Basic Color</p> <ul style="list-style-type: none"> <li>- Layer a very small amount of Control Color with a fingertip and wait to dry slightly. Then apply a small amount of Basic Color over Control Color and blend out the edges.</li> <li>- Use for adjusting the shade of Basic Color.</li> </ul> <p><b>Common to Basic Color and Control Color:</b></p> <ul style="list-style-type: none"> <li>- For the face and the body.</li> <li>- To maintain a beautiful finish, we recommend using the Perfect Cover Loose Powder n on top.</li> <li>- To remove, use the Perfect Cover Cleansing Oil n for best results.</li> <li>- Recommended for use with makeup primer with a sunscreen effect.</li> </ul> <p>Proper amount / How to take up the foundation:</p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid #ccc; padding: 5px; width: 30%;"> <p style="text-align: center; font-weight: bold;">Standard amount</p> <p style="text-align: center; font-size: small;">*Less than about 5 cm in diameter</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;"><b>Basic Color</b></p>  <p style="text-align: center; font-size: x-small;">1 circle with the pad of a finger or the size of a rice grain</p> </div> <div style="width: 45%;"> <p style="text-align: center;"><b>Control Color</b></p>  <p style="text-align: center; font-size: x-small;">A light touch with a fingertip or the size of 1 sesame seed</p> </div> </div> </div> <div style="width: 30%;"> <p style="text-align: center; font-weight: bold;">How to take up the foundation</p>  <p style="text-align: center; font-size: x-small;">Gently circle with a finger to take up some foundation.</p> </div> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p style="text-align: center; font-weight: bold; background-color: #d9534f; color: white; padding: 2px;">Uneven skin tones</p> <p style="text-align: right; font-size: x-small;">*Less than about 5 cm in diameter</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 30%;"> <p style="text-align: center; font-weight: bold; color: #d9534f;">Slight</p>  <p style="text-align: center; font-size: x-small;">1 circle with the pad of a finger or the size of a rice grain</p> </div> <div style="width: 30%;"> <p style="text-align: center; font-weight: bold; color: #d9534f;">Deep</p>  <p style="text-align: center; font-size: x-small;">2 circles with the pad of a finger or the size of 2 rice grains</p> </div> <div style="width: 30%;"> <p style="text-align: center; font-weight: bold; color: #d9534f;">Small areas</p>  <p style="text-align: center; font-size: x-small;">1 circle with a fingertip or the size of 1-2 sesame seeds</p> </div> </div> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p style="text-align: center; font-weight: bold; background-color: #d9534f; color: white; padding: 2px;">Uneven surfaces</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p style="text-align: center; font-weight: bold; color: #d9534f;">Lines about 3 cm in length</p>  <p style="text-align: center; font-size: x-small;">1 circle with the pad of a finger or the size of a rice grain</p> </div> <div style="width: 45%;"> <p style="text-align: center; font-weight: bold; color: #d9534f;">Less than about 5 cm in diameter</p>  <p style="text-align: center; font-size: x-small;">2 circles with the pad of a finger or the size of 2 rice grains</p> </div> </div> </div>



Product	Product Features / How to Use																		
<p>Perfect Cover Foundation VC n 18 mL / 2 shades Includes a brush</p>  <p>Note: VC: Acronym for Vitiligo Cover</p>	<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>A liquid foundation designed to cover and mask vitiligo parts for even skin tone. The dewy-fresh formula spreads effortlessly and the natural-looking finish lasts for hours.</p> </div> <ul style="list-style-type: none"> <li>- Designed with optical correction technology to give optimal coverage.</li> <li>- Evens skin tones and stays on, resisting water, perspiration, and sebum, and gives the feeling of less transfer to clothes and face masks.</li> <li>- Long-lasting wear (12 hours).*</li> <li>- Helps protect against UV rays. SPF25 PA+**</li> </ul> <p>*Clinically tested on 32 women **Only for Shade Number 1</p> <p><b>To use</b></p> <ul style="list-style-type: none"> <li>- After skincare, use sunscreen or primer, and follow with the product.</li> <li>- A dual-phase formula. With the cap on, turn the bottle down and back up once. Shake about 10 times before use.</li> <li>- Spread a small amount thinly with fingers or the included brush on areas affected by vitiligo. Work quickly; the fast-drying formula adheres to the skin immediately.</li> <li>- For the face and the body.</li> <li>- When layering your usual foundation, let the product dry and then apply it on top and tap it gently.</li> <li>- To remove, use the Perfect Cover Cleansing Oil n on dry skin for best results.</li> <li>- Reducing the quantity of application will lower the level of UV protection significantly.**</li> <li>- Recommended for use with makeup primer with a sunscreen effect.</li> </ul> <p><b>Proper amount:</b></p> <ul style="list-style-type: none"> <li>- Can be made to match the shade by adjusting the amount.</li> </ul> <div style="display: flex; justify-content: space-around; align-items: center; margin: 10px 0;"> <div style="text-align: center;">  <p>1</p> </div> <div style="text-align: center;">  <p>2</p> </div> </div> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tbody> <tr> <td style="width: 15%;">Color of the finish</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Depth of color</td> <td><b>Light</b> (very light / light) •W10 •N00, 10 •C00</td> <td><b>Medium</b> (Light Medium / Medium / Deep medium) •W30 •N20, 30 •C20, 30</td> <td><b>Deep</b> (Medium Deep) •W40 •N40, 50</td> <td><b>Deep</b> (Deep / Very Deep) •N60, 80</td> <td><b>Deep</b> (Deep / Very Deep) •N80, 100 •C100</td> </tr> <tr> <td>Amount <small>* For an area approximately 5.5 cm in diameter</small></td> <td><b>0.5 drop</b> (3 mm in diameter)</td> <td><b>1 drop</b> (5 mm in diameter)</td> <td><b>1-2 drops</b></td> <td><b>1 drop</b> (5 mm in diameter)</td> <td><b>1-2 drops</b></td> </tr> </tbody> </table> <p>Note: When using together with Foundation MC n, refer to the shade codes listed under “Depth of color” as a guideline.</p>	Color of the finish						Depth of color	<b>Light</b> (very light / light) •W10 •N00, 10 •C00	<b>Medium</b> (Light Medium / Medium / Deep medium) •W30 •N20, 30 •C20, 30	<b>Deep</b> (Medium Deep) •W40 •N40, 50	<b>Deep</b> (Deep / Very Deep) •N60, 80	<b>Deep</b> (Deep / Very Deep) •N80, 100 •C100	Amount <small>* For an area approximately 5.5 cm in diameter</small>	<b>0.5 drop</b> (3 mm in diameter)	<b>1 drop</b> (5 mm in diameter)	<b>1-2 drops</b>	<b>1 drop</b> (5 mm in diameter)	<b>1-2 drops</b>
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Product	Product Features / How to Use
<p>Perfect Cover Loose Powder n 8 g / 2 shades Includes a puff</p> 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>A loose powder with a long-lasting finish and an impeccable fit that enhances the look of clarity. The smooth powder applies like a thin veil and stays on to resist fading from sebum, perspiration, and friction.</p> </div> <ul style="list-style-type: none"> <li>- Use as the final step of base makeup to enhance clarity and prolong makeup wear.</li> <li>- Preserves a smooth finish with less feeling of fading from sebum and perspiration and transferring to clothes and face masks.</li> <li>- Long-lasting wear (12 hours).*</li> <li>- Contains a powder to improve skin roughness.</li> <li>- Contains Sebum Absorption Powder.</li> </ul> <p>*Clinically tested on 33 women</p> <p>To use</p> <ul style="list-style-type: none"> <li>- When using for the first time, hold the flap of the seal and peel it off slowly to keep powder from spilling over.</li> <li>- Open the lid. Hold down the puff against the inner cap and shake the container up and down a few times to dispense powder onto the puff.</li> <li>- Fold the puff in half to work in the powder and spread it evenly. Starting from the parts with foundation, lightly press the puff over the skin.</li> <li>- For the face and the body.</li> </ul>
<p>Perfect Cover Cleansing Oil n Rinse-off type 195 mL</p> 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>An oil-based makeup remover with powerful cleansing capability that can quickly dissolve long-lasting foundation set in skin textures. The formula effortlessly cleanses and leaves the skin.</p> </div> <ul style="list-style-type: none"> <li>- A specialized cleansing oil designed for efficient removal of Perfect Cover foundations.</li> <li>- Removes waterproof mascara and eyeliner effortlessly.</li> <li>- Leaves the skin refreshed without stripping away its essential moisture.*</li> <li>- Contains moisturizing ingredient.</li> </ul> <p>*Clinically tested on 24 women</p> <p>To use</p> <ul style="list-style-type: none"> <li>- Dispense three pumps (for the whole face) into the palm. Cover the area with makeup for a few seconds to dissolve it and blend well in circular motions. Rinse with cold or lukewarm water.</li> <li>- Use with wet or dry hands. For all Perfect Cover Foundations, use on dry skin with dry hands for best results.</li> <li>- For the face and the body.</li> </ul>

Product	Product Features / How to Use
<p data-bbox="164 165 475 199">[Limited release in Japan]</p> <p data-bbox="164 210 331 282">Perfect Cover Brush n</p> 	<div data-bbox="549 181 1414 282" style="border: 1px solid black; padding: 5px; text-align: center;"> <p data-bbox="614 199 1347 275">A cover foundation brush tailored for precise and controlled application to uneven surfaces and small areas.</p> </div> <ul data-bbox="549 297 1422 414" style="list-style-type: none"> <li>- The flat brush has ideal stiffness yet is soft to the touch. It allows for precise application of the optimal amount of Perfect Cover Foundation to uneven surfaces and small areas.</li> </ul> <p data-bbox="549 470 635 499">To use</p> <ul data-bbox="549 512 1422 629" style="list-style-type: none"> <li>- Take up some Perfect Cover Foundation on the brush and apply it to the area you wish to cover.</li> <li>- Hold the thick part of the handle for a steadier grip and better control.</li> </ul>