
Press Release

Shiseido Selected as "Noteworthy DX Company 2025" under Digital Transformation Stock Selection 2025 Program
- Recognized for DX Strategy that Supports Corporate Strategy and Enhances Corporate Value -

Shiseido Company, Limited (Shiseido) was selected as a "Noteworthy DX Company 2025" in the Digital Transformation Stocks Selection (DX Stocks) 2025 program jointly conducted by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE). The company was recognized for its DX strategy, which supports its corporate strategy utilizing digital technologies to enhance corporate value.



Digital Transformation Stocks

The Ministry of Economy, Trade and Industry (METI), the Tokyo Stock Exchange (TSE), and the Information-technology Promotion Agency, Japan (IPA) (hereinafter referred to as "METI and the organizations") jointly selects companies that promote DX and work towards enhancing corporate value as "Digital Transformation Stocks."

Shiseido's Digital Transformation

Shiseido continues to advance the development of digital technologies that combine its strengths in science and technology, contributing to enhanced digital marketing, an expanded e-commerce, and the development of new products and services through data utilization. Notable innovations include the "Nasal Skeleton Structure Check," a tool that predicts future skin concerns based on nasal skeleton structure and the "Beauty AR Navigation," an application that allows users to learn Shiseido's beauty methods virtually. These innovations received high praise at CES 2024. Additionally, the "Gait Beauty Measurement System" and skin measurement device "Beauty Alive Circulation Check" were awarded the CES Innovation Award 2025. These technologies are being implemented online, in stores, and at Shiseido's new facilities.

Furthermore, as part of its core business enhancement DX, Shiseido has launched the "VOYAGER" digital platform for cosmetics development, equipped with proprietary algorithms and AI capabilities for formula development. This initiative merges Shiseido's 150 years of beauty expertise with the latest in DX, fostering further innovation that supports the realization of "beauty experiences tailored to individual consumer needs."

Shiseido's DX efforts are driven by the establishment of "Shiseido Interactive Beauty, Inc." in July 2021, a team of specialists in the digital and IT fields. In addition to employee training in the digital and IT areas, the company provides tools to Shiseido Group companies and supports the digitalization of business processes with the aim of standardizing operations and improving productivity, thereby creating an environment where employees can focus on more creative work.



Beauty Alive Circulation Check

- References

Shiseido Online Store (Japan only)

<https://www.shiseido.co.jp/sw/onlinestore/>

Beauty AR Navigation (Japanese only)

https://www.shiseido.co.jp/sw/onlinestore/servicegarden/beautyarnavi/index_pc.html

Beauty Alive Circulation Check (Japanese only)

<https://corp.shiseido.com/jp/news/detail.html?n=00000000003581>

VOYAGER

<https://corp.shiseido.com/en/news/detail.html?n=00000000003893>

Shiseido Receives Two Awards at CES Innovation Awards 2025

<https://corp.shiseido.com/en/news/detail.html?n=00000000003916>

Shiseido Interactive Beauty

<https://www.shiseidointeractive.com/en/>