

Press Release

Shiseido Wins 1st Best Podium Presentation at the Asian Societies of Cosmetic Scientists Conference 2025 in Manila

At the 17th Asian Societies of Cosmetic Scientists (ASCS*) Conference 2025 in Manila, Philippines, in June 2025, Ryozo Tobita, Researcher at Shiseido MIRAI Technology Institute, delivered a presentation titled "Novel approach to maintain collagen homeostasis and healthy skin via regulating the M1/M2 macrophage balance" and received the 1st Best Podium Presentation. This award, given to the best podium presentation at the conference, aims to promote the advancement and revitalization of research in cosmetics-related fields.

At this conference, Dr. Tomonobu Ezure, Fellow at Shiseido MIRAI Technology Institute, took the stage as a Keynote Speaker for the second consecutive time and delivered a lecture on "New horizon in anti-aging skin care."

*ASCS: Asian Societies of Cosmetic Scientists:

The ASCS was established for the improvement of cosmetic technologies and further development of the cosmetic industry in the Asian region with the aim of deepening mutual collaboration through active technological and cultural exchanges. The international academic conference held biennially has been a place where a multitude of latest research achievements from various Asian countries are presented, with participants engaging in lively discussions. <https://www.scci-ifsc.com/about/ascs>

Outline of award-winning presentation

Collagen plays a crucial role in maintaining skin elasticity and firmness. However, the quantity and quality of collagen decrease each year due to aging and photoaging caused by ultraviolet rays. Many studies on collagen have focused on fibroblasts, the main producers of collagen. However, the roles of other cells in the dermis and their interactions with fibroblasts remain poorly understood. Shiseido has been conducting research focused on immune cells, specifically macrophages. The present study revealed that M1/M2 macrophages influence collagen homeostasis—a series of processes including "production," "maturation," "degradation," and "digestion"—and contribute to the regulation of collagen quantity and quality. Moreover, based on these findings, Shiseido has discovered a novel approach to maintain collagen homeostasis and healthy skin via agents that regulate the M1/M2 macrophage balance.

Comment on accepting the award

It is a great honor to be awarded the 1st Best Podium Presentation at the ASCS Conference in Manila and to have our achievement recognized at the international level for the research that I have carried out day by day with the members of my research team. In the future, we will continue to enhance Shiseido's long-term research on collagen and develop innovative solutions.



Award Ceremony of the 17th ASCS 2025 Manila Conference



Ryozo Tobita, Researcher at Shiseido MIRAI Technology Institute