

Shiseido Wins Top Award for the 29th Time at the 35th IFSCC Congress 2025 in Cannes, France

- Aiming to Develop New Beauty Solutions Through the Research Achievements -

At the 35th IFSCC¹ Congress, the world's largest research conference for cosmetics technology, held in Cannes, France from September 15 to 18, 2025, Researcher Eisuke Takai of Shiseido won the top award in the Poster category out of a total of 798 presentation papers (68 podium presentations and 730 poster presentations).

This is the 29th time that Shiseido has received the top award at the conference, making it the highest number of times awarded among cosmetics manufacturers in the world. Shiseido will continue to create innovative value based on its strong research and development capabilities, which are highly respected at the global level and deliver beauty innovations to people around the world to realize the company's corporate mission "BEAUTY INNOVATIONS FOR A BETTER WORLD".

1. IFSCC: The International Federation of Societies of Cosmetic Chemists



35th IFSCC Congress 2025 France Cannes Award Ceremony

Outline of the award-winning theme

[Poster Award]



**Eisuke Takai Ph.D.,
Researcher
MIRAI Technology Institute
Shiseido Company, Limited**

Title of Research	Dynamics of Facial Shape: Unraveling the Non-Genetic Factors and Developing Face-Shaping Skincare Ingredients through Gravity-Responsive 3D Facial Imaging
Summary of Research	Facial shape is influenced not only by genetics but also by aging and lifestyle/environmental factors. In the field of skincare, non-genetic factors are preferred targets due to safety considerations; however, no established <i>in vivo</i> method has existed to quantitatively assess such factors. In this study, we identified two key non-genetic components affecting facial shape using gravity-responsive three-dimensional (3D) imaging analysis: sagging associated with aging, and edema related to lifestyle factors. Furthermore, we discovered that the inflammatory cytokine VEGFA (vascular endothelial growth factor A) plays a central role in edema through a feedback loop. We identified 1-(hydroxyethyl)ethyleneurea as an active ingredient that interrupts this loop. These findings highlight a novel approach in face-shaping skincare, offering scientifically validated efficacy based on underlying biological mechanisms.

About IFSCC (The International Federation of Societies of Cosmetic Chemists)

IFSCC (The International Federation of Societies of Cosmetic Chemists) was established in 1959 with the participation of cosmetic chemist societies from eight countries and aims to develop more sophisticated and safe cosmetic technologies through cosmetic chemists around the world. As of today, it comprises more than 16,000 members from 48 societies representing 78 countries and regions, and the research conference, which is held every year, hosts hundreds of research presentations with about 1,000 participants, acting as one of the prestigious platforms in both name and reality for research presentations on cosmetics and dermatology.

▼ Shiseido Corporate Website “Introducing IFSCC Research Awards”

<https://corp.shiseido.com/en/rd/ifsc/>