

Press Release

**Shiseido Chief Marketing & Innovation Officer Yoshiaki Okabe Selected as
One of the 9 Representatives of the Asia Pacific Beauty Industry
- Honor of "The 9 Faces of the APAC Beauty Industry 2025 Awards"
Presented by in-cosmetics Asia -**

Shiseido's Chief Marketing & Innovation Officer, Yoshiaki Okabe, has been awarded "The 9 Faces of the APAC Beauty Industry 2025 Awards," which honors the innovators who driving scientific excellence and growth across the beauty industry in Asia Pacific. The award recognizes his notable achievements as a leader in product innovation through the integration of marketing and research and development. These efforts support Shiseido's various initiatives to become the world's No.1 company in the skin beauty domain by 2030.

About "The 9 Faces of the APAC Beauty Industry Awards"

The program, presented by in-cosmetics Asia, an exhibition highlighting personal care ingredients in the Asia Pacific region, has been held since 2024 to honor nine individuals who have made significant contributions to the evolution of the beauty industry in the region.

Award Recipient Biography



Yoshiaki Okabe

Corporate Executive Officer

Executive Officer

Chief Marketing & Innovation Officer

Shiseido Company, Limited

Yoshiaki Okabe joined Shiseido Company, Limited in 1989. After working in sales, he dedicated many years to marketing. In 2010, he was appointed Brand manager for Clé de Peau Beauté Brand Unit, where he oversaw business management and branding. In 2014, he became Senior Vice President, SHISEIDO CHINA Prestige Brands. In 2015, he was appointed Corporate Officer, Chief Brand Officer, SHISEIDO Brand Unit. After serving as Executive Officer, Executive Vice President, Chief Marketing & Innovation Officer, Chief Brand Innovation Officer and Chief Brand Officer - brand SHISEIDO in 2023, he assumed his current position in 2025.

R&D Strategy

Shiseido has established three pillars under its R&D philosophy "DYNAMIC HARMONY" to accelerate innovation: "Skin Beauty Innovation: Enhancing brand value," "Sustainability Innovation: Creating circular value," and "Future Beauty Innovation: Challenging new domains." Additionally, Shiseido promotes open innovation and advances new value creation through research alliances with various external organizations. The innovative research outcomes generated from the fusion of Shiseido's advanced science and the knowledge and technology of world-class research institutions are highly regarded academically on a global scale, including at the IFSCC Congress, the world's largest and most prestigious research conference on cosmetic technology.

About R&D Philosophy "DYNAMIC HARMONY"

<https://corp.shiseido.com/jp/rd/dynamicharmony>