

Press Release

Shiseido Commemorates 70 Years of Shiseido Life Quality Makeup

Special Website Launch Highlighting Shiseido's Social Initiative Supporting People through the Power of Beauty

Shiseido Company, Limited (hereinafter referred to as "Shiseido") continues to advance Shiseido Life Quality Makeup, a social initiative that leverages the power of beauty to support people with deep skin concerns. Established in 1956, the initiative marks its 70th anniversary this year. To commemorate this milestone, Shiseido will launch "70 years JOURNEY," a dedicated special website within the Shiseido Life Quality Makeup website on February 4, World Cancer Day.

The 70th-anniversary communication concept is "Uncover Your Heart." For many people, covering visible concerns with makeup can be one way to feel more at ease in their daily lives. This message reflects Shiseido's belief that makeup can help people uncover their hearts, enabling a sense of emotional freedom. The special website will feature video content symbolizing this emotional "uncovering," along with key milestones and reflections that trace the significance of Shiseido Life Quality Makeup's journey over the past seven decades.

Through this initiative, Shiseido has developed Perfect Cover products and cultivated beauty expertise tailored to people with deep skin concerns, including birthmarks, vitiligo, burn marks, scars, and visible changes caused by illness or treatment. Complimentary consultation services are also offered at dedicated facilities.

Today, Shiseido Life Quality Makeup is active across five countries and regions: Japan, China, Singapore, Taiwan, and France. In 2026, through this initiative, Shiseido will further strengthen awareness-raising efforts around World Vitiligo Day and appearance care related to cancer treatment. Shiseido remains firmly committed to helping build a more inclusive society where everyone can live as their authentic self.



Banner design for the special website

Link to the special website

About the 70th Anniversary Special Website “70 years JOURNEY”

- Launch date: February 4, 2026 (with ongoing updates throughout the year)
- Content highlights
 - Introduction
 - Movie: “Uncover Talk,” a dialogue featuring people with deep skin concerns
 - History: Shiseido Life Quality Makeup’s 70-year journey
 - Stakeholders: Messages from the stakeholders who have supported and walked alongside this initiative
 - Our Creators: A focus on the skills and heart of Shiseido employees who support this initiative
- URL: <https://corp.shiseido.com/slqm/en/70th/>

About the 70th Anniversary Logo

The logo commemorating the 70th anniversary expresses Shiseido's vision of how the courage fostered by Shiseido Life Quality Makeup empowers everyone to shine.



70th Anniversary logo

Message from Akiko Nakamura, Sustainability Strategy Acceleration Office Director, Corporate Transformation Acceleration Department, Shiseido Company, Limited

“Shiseido Life Quality Makeup celebrates its 70th anniversary in 2026. Continuing this initiative for seven decades reflects both our enduring belief in beauty and our sincere commitment to listening to those who need this support. For people living with visible skin concerns, those who feel uncertain about their place in society, or those who have struggled to stay connected to their sense of self, we have long worked to foster self-efficacy through the power of beauty and to support each person in living authentically.

Under Shiseido’s sustainability strategy, we have set a goal of supporting one million people through the power of beauty by 2030. As an initiative that embodies our vision of a society where everyone can live as their authentic self, Shiseido Life Quality Makeup will continue to honor diverse values and pursue beauty that brings out the potential in every person. Building on 70 years of progress, we will continue to deliver hope to society through the power of beauty.”



Akiko Nakamura,
Shiseido Company, Limited

Shiseido Life Quality Makeup: 70-Year Journey (Overview)

1956	Launched Shiseido Spots Cover, designed to help cover burn scars
1992	Began research with medical institutions on the effects of makeup for people with deep skin concerns
1995	Introduced Perfect Cover Foundation for red/blue birthmarks and dark spots
2006	Launched Perfect Cover Foundation VV for people with vitiligo Opened the Shiseido Life Quality Beauty Center in Ginza, Tokyo
2008	Began providing appearance-care support for people living with cancer
2009	Expanded Shiseido Life Quality Makeup to overseas markets
2015	Published the first appearance-care booklet for people with cancer, provided free to medical institutions
2017	Launched Perfect Cover Foundation MV, addressing a wide range of color concerns
2022	Shiseido Life Quality Makeup received the IAUD International Design Award 2022 Gold Award Relocated the Shiseido Life Quality Beauty Center to the Shiseido HQ building in Shiodome, Tokyo
2024	Shiseido Life Quality Makeup received the 10th ACAP Consumer-Oriented Activity Award
2025	Renewed the Perfect Cover product line to drive global expansion and entered the European market with a launch in France

Collaboration with Medical Institutions: Academic Conference Participation in 2026

Shiseido has worked with medical institutions since 1992 to help improve the quality of life (QOL) of people with deep skin concerns and people living with cancer, advancing evidence-based research and expanding support for those in need. The company began exhibiting at academic conferences in 2006 and continues to share information with healthcare professionals on how makeup can help enhance patients' QOL.

In 2026, Shiseido will participate in the academic conferences listed below, introducing the history of this initiative and building new connections with healthcare professionals. Notably, this will be the company's first participation in the Japanese Society for Vitiligo, marking a strengthened focus on supporting people with vitiligo.

- The 125th Annual Meeting of the Japanese Dermatological Association
June 11–14, 2026 | Kyoto International Conference Center, Kyoto
- The 8th Meeting of Japanese Society for Vitiligo
September 5–6, 2026 | I-site Nanba, Osaka Metropolitan University, Osaka