



**SHISEIDO**  
GINZA TOKYO

February 2026  
Shiseido Company, Limited  
Shiseido Japan Company, Limited

## SHISEIDO announces global pop icon Lalisa Manobal “LISA” as New Global Ambassador for ULTIMUNE



TOKYO—February 9, 2026 – SHISEIDO proudly welcomes global sensation Lalisa Manobal “LISA” as the new Global Ambassador. LISA will debut first campaign for SHISEIDO’s iconic ULTIMUNE franchise, a product celebrated worldwide with over 331 beauty awards since its launch in 2014. [\*]

[\*]Cumulative number of awards received worldwide for all ULTIMUNE Power Infusing Concentrate series since its launch in 2014 (as of December 2025, according to Shiseido survey)

LISA, a global pop music sensation, actress, and dancer, is celebrated worldwide for her powerful performances and authentic artistry. Her relentless drive to grow and evolve as an artist reflects her unwavering commitment to delivering her very best to her fans, aligning seamlessly with SHISEIDO’s core values. Renowned for her glowing skin, she perfectly embodies the unique benefits of ULTIMUNE—beauty that radiates from within.

“I have always been a big SHISEIDO fan. I am truly honored to serve as the global ambassador for the brand. To me, beauty is about growth, confidence, and evolving into the best version of myself. I love that ULTIMUNE focuses on strengthening the skin and supporting it over time, rather than fighting age. Because beauty is about being real and confident, inside and out, and feeling strong from within. ULTIMUNE is honestly a go-to product for me. I am thrilled to share its proven efficacy and value with people around the world in my own unique way.”

----- Lalisa Manobal

“ULTIMUNE is a product that inherits the DNA of Shiseido, founded in 1872 in Ginza, Tokyo. ULTIMUNE brings together cutting-edge technology and continues to evolve, as an iconic serum of SHISEIDO. With her roots in Asia and her global success today, LISA embodies both our brand and the essence of ULTIMUNE.”

----- Kentaro Fujiwara, Representative Corporate Executive Officer, President and CEO

“LISA’s perfectly plump and glowing skin reflects a beauty that moves beyond the limit. It radiates from her inner self. She is constantly redefining herself, showcasing her unique and unparalleled beauty in new ways as a global artist representing Asia on the world stage. This embodies the very spirit of ULTIMUNE—an innovative serum from Japan that brings its transformative skincare benefits to users worldwide. I am thrilled to embark on this exciting new chapter of ULTIMUNE’s story alongside LISA.”

----- Echo LO, Global Brand President, brand SHISEIDO

The “FAST. SLOW. FREE.” campaign kick-off in February 2026 on Shiseido’s official global Instagram and TikTok account. It will feature films in three parts, in which LISA shares her skincare journey and passions. Exclusive content, including her personal routines and messages to fans, will roll out throughout the campaign.

Campaign Concept – “FAST. SLOW. FREE.”

- **FAST:** Immediate results you can see and feel
- **SLOW:** Clinically proven to slow the cycle of skin aging<sup>1</sup>
- **FREE:** “Freedom From Age”—the philosophy of timeless beauty

**ULTIMUNE: SHISEIDO’s iconic serum for plump and glowing skin.**

**ULTIMUNE Power Infusing Serum** is the result of over 30 years of Shiseido research into skin’s innate strength. Target root cause of skin aging<sup>2</sup> formulated with **Power Fermented Camellia+**. Slow the cycle of skin aging<sup>2</sup>. Fast results<sup>3</sup>. Long-term skin improvement<sup>4</sup>.

**Results: Plump and glowing skin in just 3 days**

- Visibly improve glow + 54% and plump +51%<sup>5</sup>
- 98% felt the skin has a healthy glow looking<sup>5</sup>
- 99% felt skin is smoother<sup>5</sup>
- 96% felt the skin more plumped<sup>5</sup>

**One bottle delivers:**

- Visibly improve glow + 101% and plump +98%<sup>6</sup>
- 99% felt the wrinkle less visible / skin more resilient<sup>6</sup>
- 99% felt the skin firmer/ lifted<sup>6</sup>
- 98% felt UTM improves my aging signs even before it starts<sup>6</sup>

## About SHISEIDO

SHISEIDO is a global flagship brand that inherits the DNA of Shiseido Company, which was founded in 1872 in Ginza, Tokyo. The brand is known for its unique products, such as “EUDERMINE” lotion, which was created in 1897 and is still beloved today; “ULTIMUNE” serum, which applies the fundamental research results; and the “ESSENCE SKIN GLOW FOUNDATION,” known as a “serum foundation.” These products not only enhance external beauty but also draw out the inner beauty of each individual. SHISEIDO is a prestige brand from Japan that bases its unique value on ART, BEAUTY, and SCIENCE.

SHISEIDO brand site: <https://international.shiseido.co.jp/>

SHISEIDO Official Global Instagram: <https://www.instagram.com/shiseido/>

SHISEIDO Official Global TikTok: <https://www.tiktok.com/@shiseido>

#SHISEIDO #ULTIMUNE #LISAwithULTIMUNE #FastSlowFree

<sup>1</sup> The negative cycle leading to fine lines and wrinkles from dryness.

<sup>2</sup> The root cause of skin aging is dryness, leading to fine lines and wrinkles.

<sup>3</sup> Clinical test result of 3 days use.

<sup>4</sup> Improvement of dryness

<sup>5</sup> Consumer test result of 107 women after 3 days use.

<sup>6</sup> Consumer test result of 107 women after 8 weeks use.

[For Japan market]

Prices are suggested retail prices (actual prices may vary by store)

Product Name / Volume / Price	Product Features
<p>SHISEIDO ULTIMUNE Power Infusing Serum &lt;Serum&gt;</p> <p>30 mL ¥9,000 (¥9,900 incl. tax)</p> <p>50 mL ¥13,800 (¥15,180 incl. tax)</p> <p>50 mL (Refill) ¥13,300 (¥14,630 incl. tax)</p> <p>75 mL ¥18,000 (¥19,800 incl. tax)</p> 	<p>Based on Shiseido's advanced skin research, a serum that provides daily anti-aging care.*<sup>1</sup></p> <p>*<sup>1</sup> Moisturizing care tailored to your age.</p> <ul style="list-style-type: none"><li>● Powered by Japanese-exclusive biotechnology, drawing on the force of camellia seeds to deliver hydration.</li><li>● Fermented Camellia Extract*<sup>2</sup> and carefully selected ingredients are delivered to 30 million skin cells throughout the stratum corneum.</li></ul> <p>*<sup>2</sup> Camellia Seed Extract, Aspergillus Ferment, Glycerin (moisturizing agents)</p> <ul style="list-style-type: none"><li>● With daily morning and evening use, skin feels firmer, smoother, and filled with radiance.</li><li>● Packaged in a container made with over 15% recycled glass.</li><li>● Features a green floral fragrance designed to evoke a sense of relaxation while feeling fresh and energized.</li><li>● A rich yet lightweight texture that melts seamlessly into the skin—luxurious, fresh, and leaves skin feeling firm after application.</li><li>● Suitable for all skin types.</li><li>● Mineral oil-free and paraben-free.</li><li>● Allergy-tested and non-comedogenic tested.</li></ul> <p>(This does not guarantee that all individuals will not experience allergic reactions or breakouts.)</p> <p><b>How to Use</b></p> <ul style="list-style-type: none"><li>● Use morning and night as part of your daily skincare routine. After softening the skin with lotion, apply before emulsion or cream.</li><li>● If using multiple serums, apply ULTIMUNE Power Infusing Serum first.</li><li>● Press the dispenser twice per application.</li></ul>

■ SHISEIDO Official Website: <https://brand.shiseido.co.jp/>

■ SHISEIDO JAPAN Official Instagram: [https://www.instagram.com/shiseido\\_japan/](https://www.instagram.com/shiseido_japan/)

■ SHISEIDO JAPAN Official X (formerly Twitter): [https://x.com/SHISEIDO\\_brand](https://x.com/SHISEIDO_brand)

Please note that the information provided is current as of the time of publication and may differ from the most up-to-date details.

■ SHISEIDO JAPAN 公式 Instagram: [https://www.instagram.com/shiseido\\_japan/](https://www.instagram.com/shiseido_japan/)

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