

Shiseido Strengthens Diversity Initiatives to Support LGBTQ+ Communities During Pride Month

Advancing Access to Beauty That Feels Welcoming to All

Shiseido Company, Limited (“Shiseido”) will be holding its “Diversity Week for LGBTQ+ 2026” event in June, during Pride Month, when events supporting LGBTQ+ rights will take place around the world.

Shiseido engages in various internal and external initiatives throughout the year to deepen its understanding of diversity, aiming to realize a society where everyone can live authentically. This year, Shiseido has updated the content of its LGBTQ+ consumer service training for beauty consultants (Personal Beauty Partners), further enhancing their ability to create experiences in which more consumers can feel comfortable and enjoy expressing themselves in every consultation setting. In addition, Shiseido will participate in Tokyo Pride^{*1} 2026 for the eighth time, with beauty consultations available in sign language^{*2} as part of its efforts to welcome visitors from diverse backgrounds. Through these initiatives, Shiseido will continue working to make beauty more accessible and welcoming to all, while further expanding its support for LGBTQ+ communities and allies^{*3}.



Shiseido booth at Tokyo Pride 2025



Makeup workshop for transgender women and non-binary people hosted by Shiseido, 2025

“Diversity Week for LGBTQ+ 2026”

< Social Initiatives >

- Updating LGBTQ+ Consumer Service Training for Beauty Consultants

Since 2019, Shiseido has provided inclusive consumer service training focused on LGBTQ+ consumers for its beauty consultants. This year, the company has updated the training content with enhanced case studies on practical in-store situations so that LGBTQ+ consumers can feel more at ease when visiting Shiseido counters.

In addition, using the makeup guide developed last year as a base^{*4}, Shiseido will again hold a makeup workshop for transgender women and non-binary people^{*5}, continuing to create opportunities for participants to express themselves authentically.

- Enhancing the Inclusive Consumer Experience at Tokyo Pride 2026

At the Shiseido booth, visitors will be able to enjoy a range of experiences, including personalized color recommendations prepared using Personal B Color Diagnosis^{®*6}, skin analysis, guidance on sunscreens suited to their needs, and the body fragrance from its brand BAUM^{*7}. This year, the booth will introduce beauty consultants proficient in sign language, reflecting the intersectionality in LGBTQ+ communities and making the experience more welcoming for deaf and hard-of-hearing visitors. In

addition, employees will take part in the parade to show support and deepen their understanding and practice of allyship. Through these initiatives, Shiseido will offer beauty experiences that support each person in feeling empowered to be themselves.

- Expanding Participation in Pride Events Around the World

Shiseido has long participated in Pride celebrations and this year will take part in events across Japan, including Fukuoka, Nagoya, Osaka, and Sapporo, as well as outside Japan in Cologne, New York, Taiwan, and other locations. Through these activities, Shiseido will make its support for LGBTQ+ communities visible across a wider range of regions.

- Supporting Diverse LGBTQ+ Communities

Shiseido supported PIAMY Fes 2026^{*8}, a community event centered on lesbian women. By staying closely attuned to LGBTQ+ communities, the company will continue advancing initiatives that reflect the diverse needs within them.

- Continuing Participation in Pride Action 30^{*9}

Shiseido will participate as a partner in the Pride Action 30 campaign for the third consecutive year. Held during Pride Month, the campaign promotes 30 actions that foster understanding and support for LGBTQ+ individuals.

<Internal Initiatives>

- Hosting Internal Awareness Online Sessions During Diversity Week for LGBTQ+

To build understanding of LGBTQ+ topics and allyship, Shiseido will hold a series of sessions: a discussion among LGBTQ+ employees and allies from the Shiseido Group on the current realities facing LGBTQ+ people; a webinar on the legalization of same-sex marriage featuring attorney Makiko Terahara as an external expert; and a roundtable on reflecting LGBTQ+ voices in consumer service settings, including in-store and online consultations.

Shiseido's Key LGBTQ+ Initiatives

<Social Initiatives>

- Since 2019, Shiseido has provided LGBTQ+ consumer service training for Personal Beauty Partners, strengthening their ability to tailor solutions to diverse needs and create a more inviting experience for LGBTQ+ consumers.
- Shiseido endorses the Business for Marriage Equality^{*10} campaign for marriage equality (the legalization of same-sex marriage) as well as the Business Support for LGBT Equality in Japan^{*11} declaration.
- In 2025, Shiseido received a Gold rating in the PRIDE Index by work with Pride^{*12}, and was also awarded Rainbow Certification, a recognition granted to selected Gold-rated companies for promoting cross-sector collaboration.

<Internal Initiatives>

- To enable employees to perform their duties just as they are, Shiseido clearly states in its "Shiseido Code of Conduct and Ethics"^{*13} that it prohibits discrimination based on sexual orientation and gender identity.
- In 2017, Shiseido revised its employment regulations in Japan to ensure that employees' same-sex partners receive the same treatment as opposite-sex spouses under benefits and systems such as special leave, nursing care, and childcare.
- In 2024, Shiseido established ColorFulls, an employee resource group focused on LGBTQ+ inclusion, providing opportunities for employees to deepen their understanding through webinars and other initiatives.
- In 2024, Shiseido also rolled out inclusive marketing learning sessions to fully incorporate DE&I

perspectives into its brand activities. Through dialogue with LGBTQ+ individuals and people with disabilities, both inside and outside the company, these sessions have been used to enhance brand value.

- *1 Tokyo Pride (formerly Tokyo Rainbow Pride) is one of Asia's largest LGBTQ+ events: <https://tokyorainbowpride.com/>
- *2 Beauty consultations in sign language for deaf and hard-of-hearing people, offered through Shiseido's Online Beauty consultation platform: <https://www.shiseido.co.jp/onlinebeauty/>
- *3 Allies are people who support and advocate for LGBTQ+ communities.
- *4 "Expressing Your True Colors -A Makeup Guide for Transgender Women and Non-Binary Individuals-"
<https://corp.shiseido.com/en/sustainability/power-of-beauty/pdf/guide.pdf>
- *5 "Makeup Workshop: Explore the Look You Want – Discover Your Colors –," to be held on June 26, 2026:
<https://forms.office.com/r/x2KAL7NuSq>
- *6 Shiseido's original method for identifying personal colors based on skin, hair, and eye color.
- *7 BAUM Refreshing Body Cologne Aquatic Green: <https://www.baumjapan.com/baum/product/mind/bodycologne.html>
- *8 One of Japan's largest events for LGBTQ+ women: https://prtimes.jp/main/html/rd/p/000000016_000133925.html
- *9 Campaign jointly planned by NPO Pride House Tokyo and Panasonic Connect: <https://pridehouse.jp/prideaction/>
- *10 Campaign that publicly highlights companies supporting marriage equality: <https://bformarriageequality.net/>
- *11 Companies supporting the Business Support for LGBT Equality: <https://equalityactjapan.org/>
- *12 Organization that supports the promotion and establishment of LGBTQ+ diversity management in companies and other organizations:
<https://workwithpride.jp/>
- *13 Shiseido Code of Conduct and Ethics: https://corp.shiseido.com/jp/company/standards/pdf/standard_eng.pdf