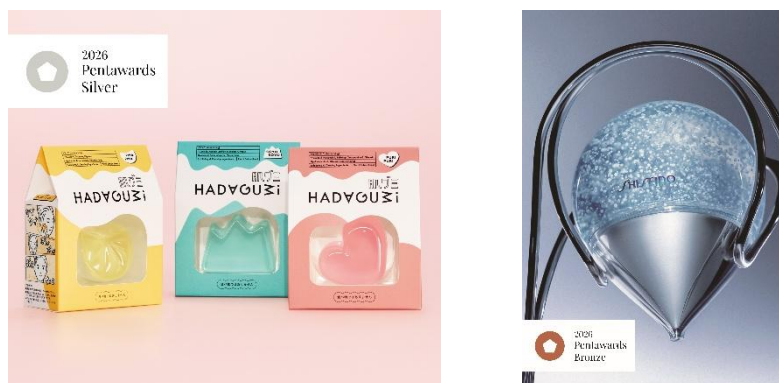


## Press Release

**Shiseido Wins Silver and Bronze at PENTAWARDS 2026  
Global Packaging Design Competition**

Gummy facial cleanser HADAGUMI receives Silver,  
and Expo prototype Bi no Tama receives Bronze



Shiseido Company, Limited (“Shiseido”) has won two awards at PENTAWARDS 2026, a prestigious global packaging design competition. Gummy facial cleanser HADAGUMI received a Silver award in the Body, Health & Beauty category, while Bi no Tama (Beads of Beauty), a skincare concept prototype made with algae-derived materials, won a Bronze award in the Professional Concepts category.

Established in Belgium in 2007, PENTAWARDS is an international design competition dedicated exclusively to packaging design with a history spanning nearly 20 years. For PENTAWARDS 2026, over 2,000 entries were submitted from 66 countries and regions worldwide, from which Shiseido’s submissions were selected.

Under its 2030 corporate vision, “By connecting with people, we pursue, create, and share new beauty, enriching everyone's lives,” and its vision slogan, “In every moment, in every life: Beauty”, Shiseido will continue to explore new dimensions of beauty by enhancing its unique capabilities in creating and communicating value.

**About the Silver Award Winner: HADAGUMI**

Inspired by consumer feedback that morning facial cleansing can feel like a chore, HADAGUMI was created to transform daily skin cleansing from an obligation into an experience that brings joy and people actively look forward to.

The primary appeal of HADAGUMI lies in its novel texture inspired by beauty serums. Wrapping the skin in a gummy-like texture, it delivers a pleasing tactile experience and delight in daily use. Featuring pebble-like, hand-fitting shapes and refined packaging, HADAGUMI seamlessly blends into bathroom interiors as a decorative object. Available in three distinct variations tailored to different moods, it turns daily facial cleansing into an intuitive, uplifting ritual.

**Credits:**

- **Product Creative Director:** Midori Yamada (Freelance)
- **Product Designer:** Qianya Xu
- **Copywriter:** Eriko Tsutsumi

- **Project Manager:** Saki Michimoto
- **Photographer:** Takaaki Uba, Maki Otani
- **Illustrator:** Hama-House



HADAGUMI, Silver Winner in the Body, Health & Beauty category

### About the Bronze Award Winner: Bi no Tama

Bi no Tama (Beads of Beauty) is a vision-driven skincare product that visualizes microalgae's vitality, beauty, and value of its circular nature through the product's shape, color, and texture. It was showcased at the Japan Pavilion during the Expo 2025 Osaka, Kansai, Japan.

The external metal components were hand-bent individually by skilled metal sculptors, creating soft, sophisticated curves that cannot be reproduced through mass production alone. The interior utilizes recycled resin, reflecting a sustainable, circular philosophy through deliberate material selection. Conceived for exhibition at Expo 2025, a platform for imagining future society, Bi no Tama embodies both premium quality and sustainability. It redefines cosmetics packaging not merely as functional containers, but as a symbolic expression of a new relationship between humanity and nature.

### Credits:

- **Product Creative Director:** Yoji Nobuto (NOBUTS)
- **Product Art Director / Designer:** Takuho Sasaki
- **Photographer:** Maki Otani
- **R&D:** Shiseido Global Innovation Center (Brand Value Development Institute)
- **Metal Sculptor:** Shuji Hirose (sketch on)



Bi no Tame, Bronze Winner in the Professional Concepts category

## Related Information and Releases

- **HADAGUMI Product Website (in Japanese):**  
<https://www.shiseido.co.jp/hadagumi/>
- **HADAGUMI Launch Press Release (August 2025, in Japanese):**  
New “Gummy Cleanser” Born from Beauty Serums—Delivering Plump, Smooth Skin with Every Gentle Wash  
<https://corp.shiseido.com/jp/news/detail.html?n=00000000004054>
- **Bi no Tama Announcement Press Release (April 2025, in Japanese):**  
Shiseido Unveils Prototype Skincare Product Utilizing Algae at Expo 2025 Osaka, Kansai, Japan Pavilion  
<https://corp.shiseido.com/jp/news/detail.html?n=00000000003992>