

For Medical Professionals



The strength to be you.  
**LIFE QUALITY MAKEUP**

**SHISEIDO**

Appearance changes due to skin diseases, scarring,  
the side-effects of cancer treatment, etc.  
can have a significant impact on a patient's quality of life (QOL)  
and may be an obstacle when socializing.

In order to improve such serious concerns,  
we have performed studies with medical institutions,  
and have developed appropriate cosmetics with advanced technologies  
and coverage methods.

Makeup is not a fundamental treatment,  
but it improves the person's QOL and helps motivate  
them to continue their therapy or social life.  
We hope you will make makeup a part of the patient's  
care and recommend it to your patients as an option  
to supplement their treatments.

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# SHISEIDO LIFE QUALITY MAKEUP

It all started in 1956, when many people in Japan had burns after the war. Shiseido launched Spots Cover to support people in a way only Shiseido could. Since then, Shiseido has worked tirelessly to improve quality of life through the power of makeup, introducing specialized foundations for birthmarks, vitiligo, uneven skin textures and severe dullness in Japan.

In 2022, Shiseido developed the PERFECT COVER Series which includes a multi-tasking foundation addressing various concerns in anticipation for a global expansion.



Spots Cover : 1956

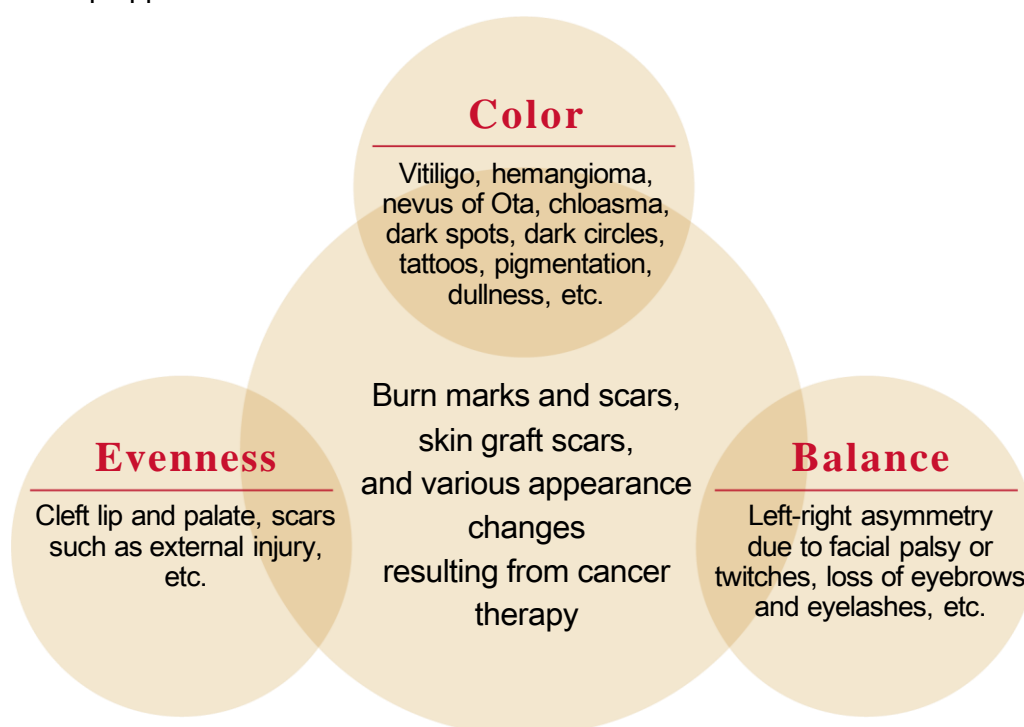


PERFECT COVER Series : 2022

## Makeup techniques to respond to various skin concerns

SHISEIDO LIFE QUALITY MAKEUP employs techniques to address “Color”, “Evenness” and “Balance” to cater to cosmetic needs of each customer.

These techniques are designed for highly-specific skin concerns but they can also be applied to more common concerns (conspicuous dark spots, dark circles, dullness, shadows), and lip and eyebrow makeup applications for all customers.



# Examples

## Color

Vitiligo



Reddish skin tone



Bluish skin tone



Brownish skin tone



Evenness

Surgical scar



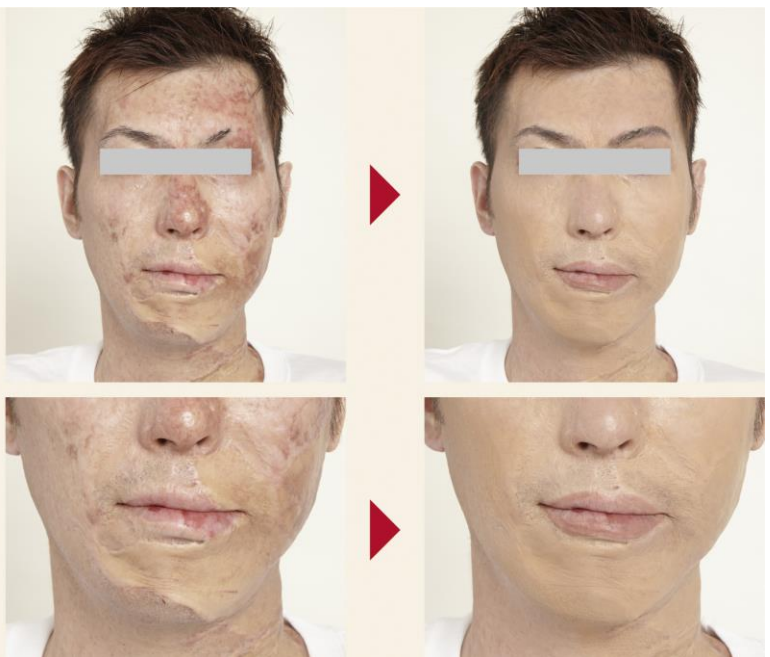
Color + Balance

Loss of eyebrows and dullness due to cancer treatment



Color + Balance + Evenness

Redness, twitching, loss of eyebrow and mustache, and distorted lip contour due to burns



## PERFECT COVER Series

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Not everyone puts on makeup because they want to be more beautiful. Some of us do so hoping to solve appearance concerns and to look and feel more like ourselves. It used to take multiple items to address both skin tone-related

and texture-related concerns, until now.

“I wish I could even out my complexion more easily.”

“I want to look natural and not made up.”

“I’m worried the foundation will transfer to my clothes...”

Introducing the PERFECT COVER Series,  
formulated with innovative technologies to target every concern with just one set of items,  
inspiring confidence all day long.



A series for any skin concern to help you be you all day, every day.  
Bringing you comfort and simplicity  
with a flawless complexion.

## PERFECT COVER Foundation MC

Solid foundation infused with moisture, for a wide range of uneven skin tones and surface conditions. The formula effortlessly glides on the skin for great coverage and a natural-looking, lasting finish.



For China: OC00, OC10, OC20, OC30, OC40, OC50, PO20, PO30  
 For Taiwan: OC00, OC10, OC20, OC30, OC40, PO20, PO30  
 For Singapore: OCBO, OC00, OC10, OC20, OC30, OC40, OC50, PO20, PO30, WB50



- 10 shades, 20g
- SPF30· PA + + +
- Long-lasting wear (12 hours)\*. \*Clinically tested on 30 women.
- Non-comedogenic. Dermatologist-tested.

INGREDIENTS: WATER(AQUA/EAU) · TITANIUM DIOXIDE (CI 77891) · DIMETHICONE · TRIMETHYLSILOXYSILICATE · MICA · BUTYLENE GLYCOL · IRON OXIDES (CI 77492) · TITANIUM DIOXIDE (nano) · IRON OXIDES (CI 77491) · PEG-10 DIMETHICONE · POLYETHYLENE · GLYCERYL ISOSTEARATES · POLYGLYCERYL-2 DIISOSTEARATE · GLYCERIN · DIPHENYLSILOXY PHENYL TRIMETHICONE · SODIUM CHLORIDE · HYDROGENATED POLYISOBUTENE · PARAFFIN · ALUMINUM HYDROXIDE · POLYSILICONE-2 · MICROCRYSTALLINE WAX(CERA MICROCRISTALLINA/CIRE MICROCRISTALLINE) · ALUMINA · HYDROGEN DIMETHICONE · CHLORPHENESIN · DISTEARYLDIMONIUM CHLORIDE · PALMITIC ACID · IRON OXIDES (CI 77499) · ISOPROPYL ALCOHOL · TOCOPHEROL · SODIUM ACETYLATED HYALURONATE · BHT ·

### Features

- Optical correction technology covers a wide range of skin tones and uneven surface conditions, including bluish, reddish and brownish discolorations, dark spots, light vitiligo, dullness and dark circles (e.g. from cancer treatments), acne scars, and other scars.

▶ Multi-light Filter Powder N

- Stays on the skin with a lasting, natural-looking finish that resists sweat, water, sebum, and less adhesion to clothes and face masks. By layering PCV Loose Powder on top, the impeccable finish lasts.

▶ Water-touch  
Smooth-fit Formula

## Multi-light Filter Powder N

This powder combines the effects of our Multi-light Filter Powder, which covers blue, red, and brown tones, and our Multi-color powder, which covers white tones\*.

\*White tones: vitiligo (weak contrast), etc.

<Formulated in the current product>

### Multi-light Filter Powder

This powder was created by evolving Light Filter Powder\* into one that is designed to handle specific colors of light.

\*Titanium dioxide coated with microparticles of iron oxide: We can control the wavelengths of the transmitted light by changing the thickness of the coating. It is an application of the complementary color theory in which combining lights of complementary colors produces white light. The foundation controls the colors of the transmitted light to minimize the appearance of the discolorations and to achieve a natural-looking finish.



**Multi-light Filter Powder**  
A compound of three types of pearl materials that address blue, red, and brown discolorations.

## Multi-light Filter Powder N

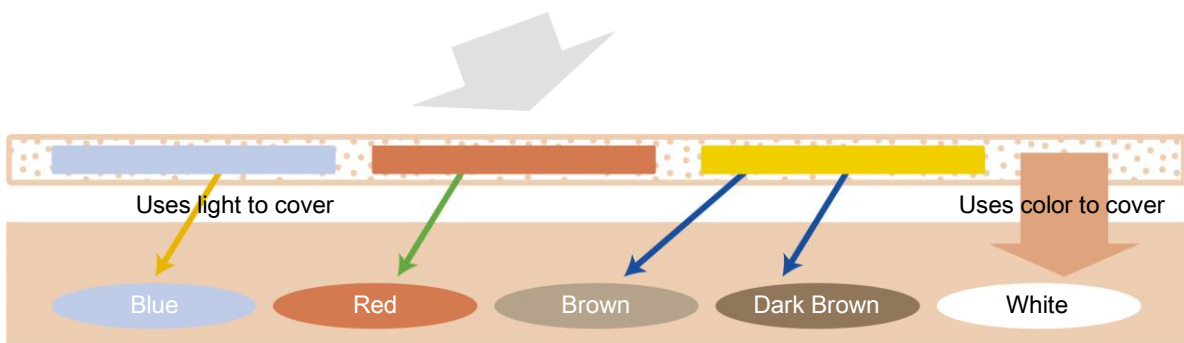
### Multi-light Filter Powder

Uses the reflected light from the pearl materials to cover discolorations.



### Multi-color Powder

Uses the coverage from the pigment to conceal discolorations.

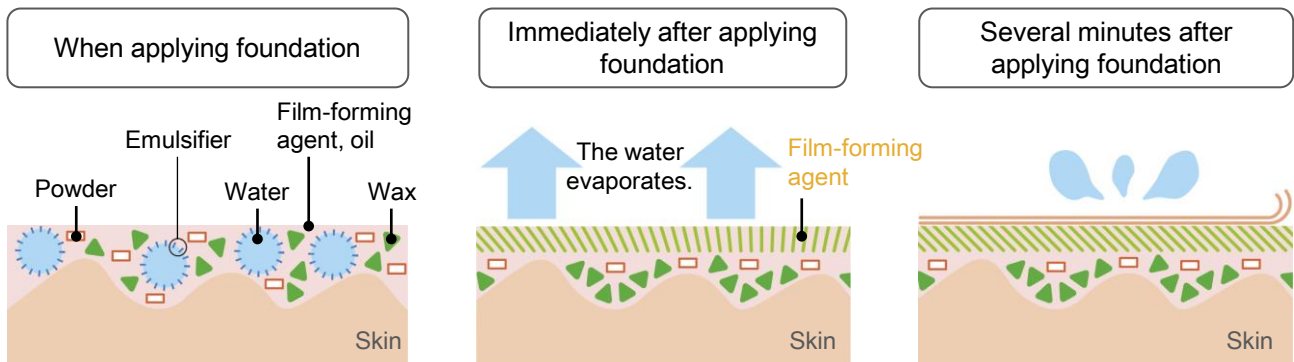
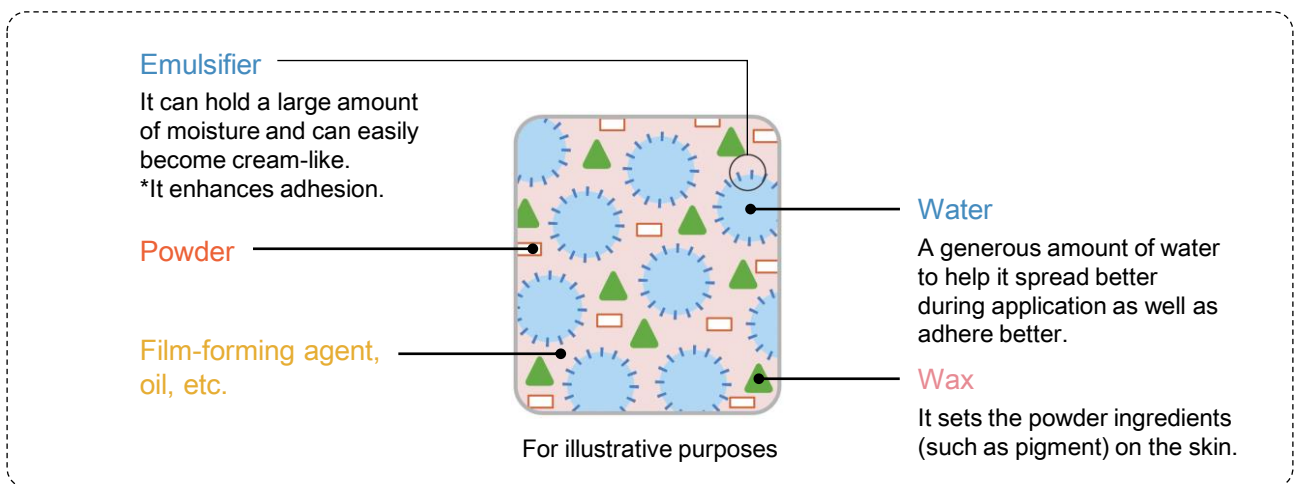




## Water-touch Smooth-fit Formula

### 【Evolved point】

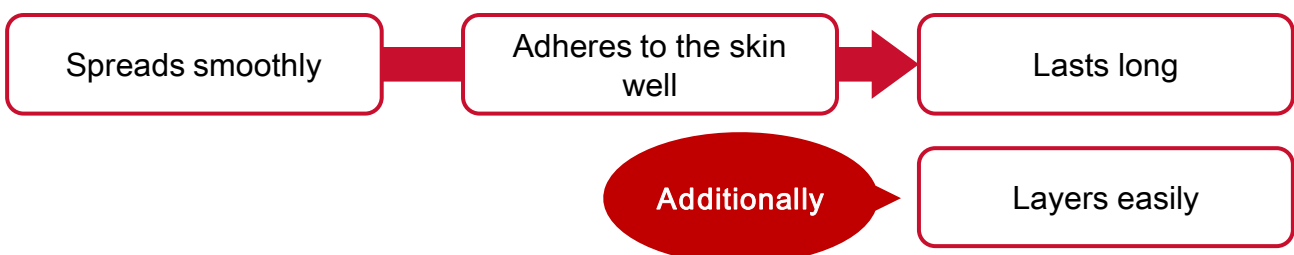
We used the current Water-touch-fit Formula to hold a large amount of water but we have adjusted the components in the oil to make the product feel even smoother, fit over the skin better, and layer better.



The emulsifier and water make the formula blend together well and spread smoothly.

- As the water evaporates, the powder adheres to the skin to resist fading.
- The wax fills in uneven surfaces to help smooth the look of the skin.

The coating material repels water and resists transferring to clothing.



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## PERFECT COVER Foundation VC

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A liquid foundation designed to even the tone of skin affected by vitiligo.

Feels dewy-fresh and spreads effortlessly, delivering a natural-looking finish that lasts for hours.



- 18mL
- SPF18· PA + +
- Long-lasting wear (12 hours)\*. \*Clinically tested on 30 women.
- Non-comedogenic. Dermatologist-tested.

INGREDIENTS: DIMETHICONE · ALCOHOL DENAT. · ISODODECANE · SYNTHETIC FLUORPHLOGOPITE · IRON OXIDES (CI 77492) · TITANIUM DIOXIDE (nano) · TRIMETHYLSILOXYSILYL CARBAMOYL PULLULAN · SILICA · TRIMETHYLSILOXYSILICATE · TITANIUM DIOXIDE (CI 77891) · DISTEARDIMONIUM HECTORITE · IRON OXIDES (CI 77491) · IRON OXIDES (CI 77499) · SORBITAN SESQUIISOSTEARATE · ALUMINUM HYDROXIDE · ISOSTEARIC ACID · PEG-10 DIMETHICONE · STEARIC ACID · POLYSILICONE-2 · TOCOPHEROL · HYDROGEN DIMETHICONE · TOCOPHERYL ACETATE · MICA · LAVANDULA ANGUSTIFOLIA (LAVENDER) OIL · SODIUM METABISULFITE · LINALOOL

### Features

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- Designed with optical correction technology to give optimal coverage for vitiligo with a natural-looking finish.



Melano Color Powder

- Stays on the skin with a lasting, even-toned finish resistant to sweat, water, sebum, and less adhesion to clothes and face masks.

–Tested for long-lasting wear (12 hours)

–Tested for water wear

- Shade can easily be adjusted to match the skin tone using the accompanying brush (or your fingers). Ideal for the face and body, including the neck, hands, and feet.
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## Melano color powder

### Technology for covering vitiligo patches for a natural-looking finish

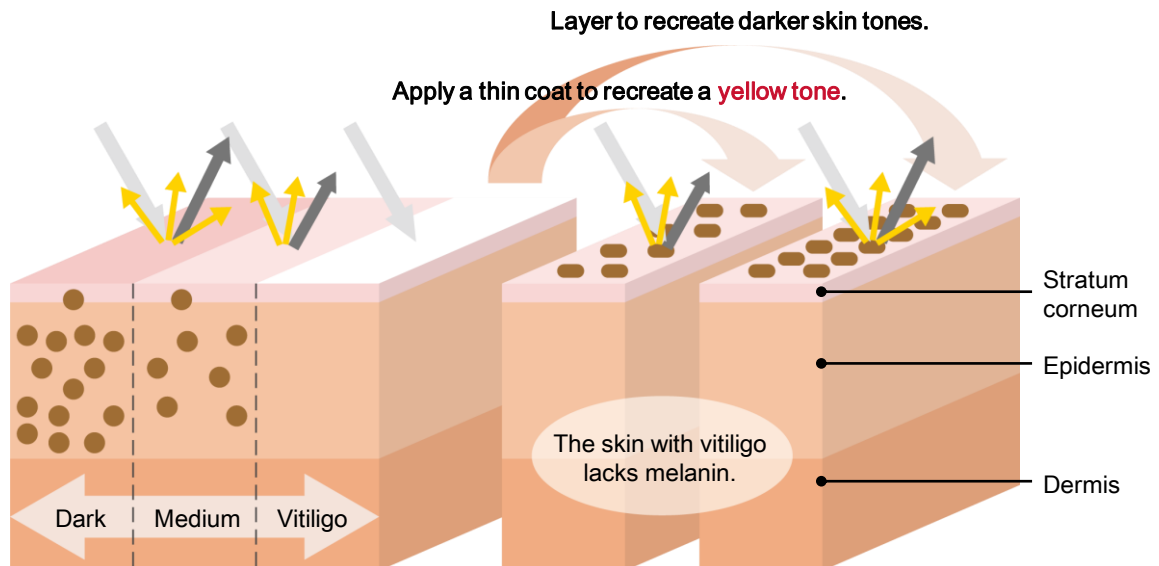
The light technology recreates the look of melanin pigment, which is lacking in vitiligo patches. It accommodates a range of melanin shades by adjusting the amount applied and recreates a skin tone similar to the rest of the skin.

#### Melano Color Powder



When exposed to light, the black plate-shaped powder reflects yellow interference light.

#### When applying PCV Foundation VC to vitiligo patches



## PERFECT COVER Loose Powder

A loose powder with a long-lasting finish that enhances the look of skin clarity with an impeccable fit. The smooth powder applies like a thin veil and stays on to resist fading from sebum, sweat, and friction.



- 10g
- Long-lasting wear (12 hours)\*. \*Clinically tested on 30 women.
- Non-comedogenic. Dermatologist-tested.

INGREDIENTS: SYNTHETIC FLUORPHLOGOPITE · SILICA · MICA · CALCIUM ALUMINUM BOROSILICATE · BARIUM SULFATE · DISTEARYLDIMONIUM CHLORIDE · CHLORPHENESIN · IRON OXIDES (CI 77492) · IRON OXIDES (CI 77491) · LAUROYL LYSINE


### Features


- Stays on the skin with a long-lasting, fresh look that resists sweat, water, sebum and with less adhesion to clothes and face masks.

▶ Translucent Fit Powder  
Sebum Absorption Powder

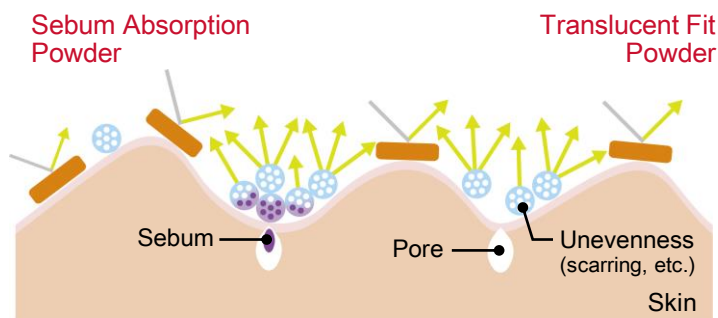
- Prevents roughness induced by dryness.  
–Contains a powder to improve rough skin.

## Translucent Fit Powder/ Sebum Absorption Powder

 Translucent Fit Powder is a thin, flat, powder that is highly translucent and easily adheres to the skin.

 Sebum Absorption Powder This porous, spherical powder fills gaps in pores and skin unevenness, diffusing light.

\*comparison with the current product



Adjusts unevenness, prevents shine, and creates a translucent silkiness while minimizing adhesion to clothing

## PERFECT COVER Cleansing Oil

A gentle, thick oil-based makeup remover with powerful cleansing ability that can quickly dissolve long-lasting foundation and eye makeup. Formulated with moisturizing ingredients to maintain a smooth and supple feel.



- 180mL
- Non-comedogenic. Dermatologist-tested.

INGREDIENTS: CETYLETHYLHEXANOATE · PEG-8 GLYCERYL ISOSTEARATE · TRIISOSTEARIN · PEG-7 GLYCERYL COCOATE · ISODODECANE · ETHYLHEXYL PALMITATE · GLYCERIN · ISOSTEARIC ACID · WATER(AQUA/EAU) · TOCOPHEROL

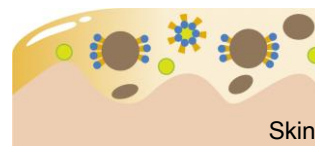
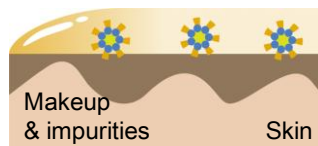
### Features

- Tough on impurities, yet gentle on skin, quickly dissolves long-lasting foundation and build-up in pores, leaving a fresh after-feel.
  - Contains moisturizing ingredients to maintain smooth and supple skin.
- Removes long-lasting foundation, waterproof mascara and eyeliner effortlessly.

▶ Thorough cleansing and gentleness on the skin

### Thorough cleansing and gentleness on the skin

① The rich, thick oil with the concentrated cleansing ingredients gently envelopes long-lasting foundations, waterproof mascaras, and other impurities without friction.

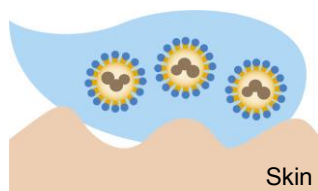


② The oil base reaches deep inside the pores to dissolve the makeup.



< Cleansing ingredients >  
Moisturizing ingredient (As part of the cleaning ingredients)

③ The cleansing agent surrounds the impurities dissolved in the oil so they can be rinsed away with water.



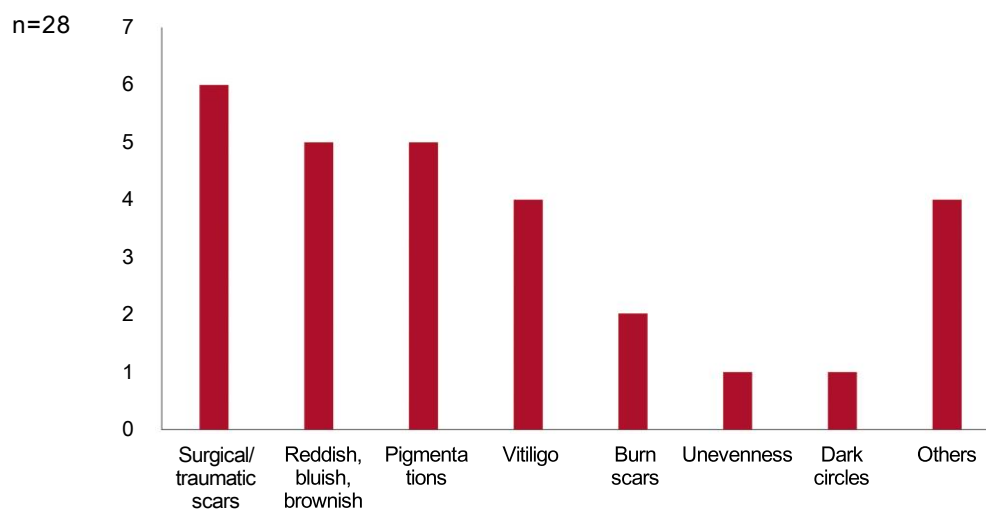
④ The moisturizing ingredient leaves the skin smooth and supple.

# Product Test

At the start of the test, makeup consultant instructed monitors on how to use PERFECT COVER Series. Monitors used test samples for 2 weeks. The usefulness was evaluated based on the survey on the makeup satisfaction, QOL assessment (skindex-16: a scale of quality of life in patients with skin disease) and a questionnaire.

<b>Period of time</b>	March 2021
<b>Monitors (n=28)</b>	Those with skin color changes, unevenness, etc. (female 23, male 5)

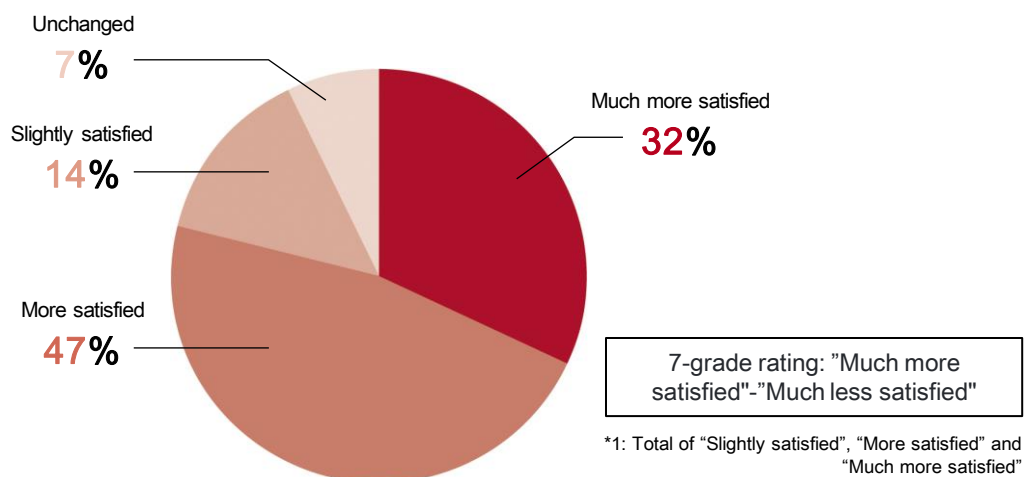
## Skin concerns you want to cover the most



# Changes due to the use of the PERFECT COVER series

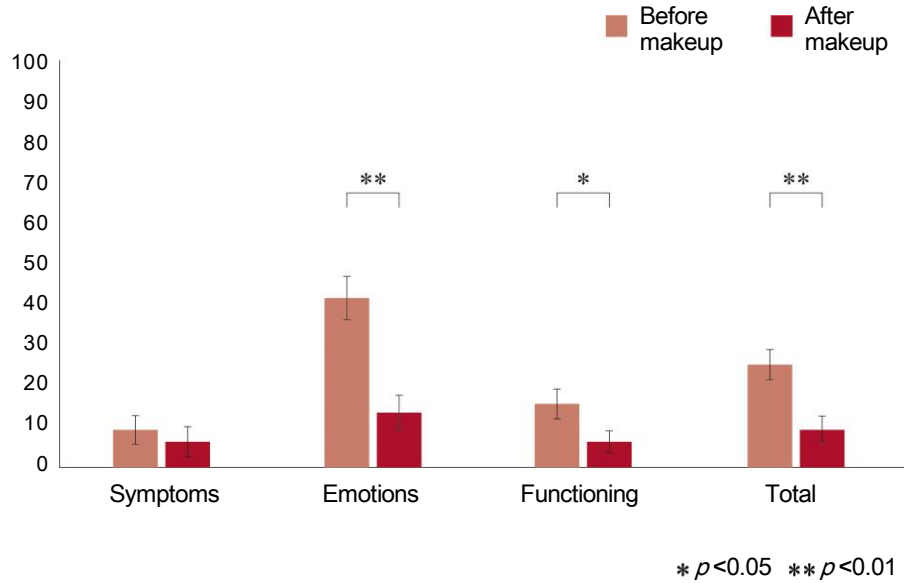
## Makeup satisfaction

After using the test foundation for 2 weeks, 93% answered that they were more satisfied with the finishing of covering the skin concern.\*1



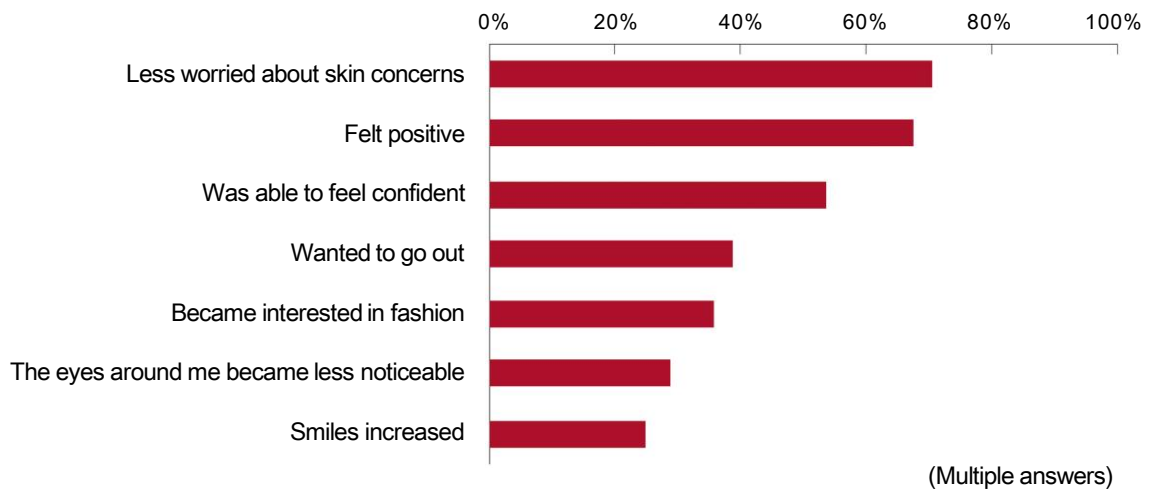
## QOL Scores

Skindex-16 ( a scale of QOL in patients with skin disease )



## Changes in daily life

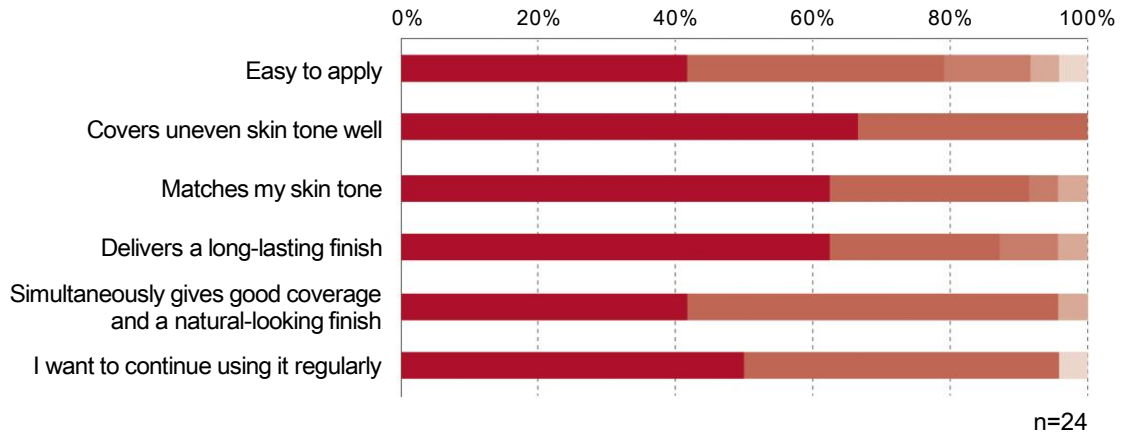
97% said there was some change in their daily lives compared to before using the test foundation.\*2



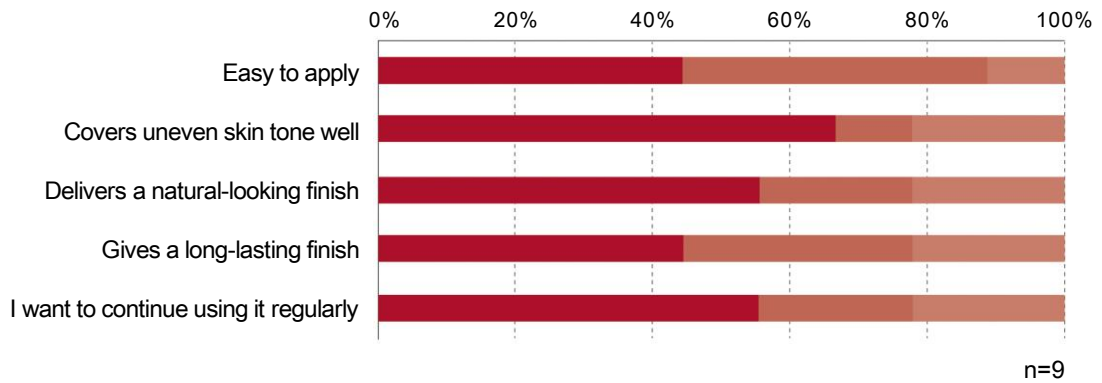
- Other answers
- Wanted to try something new
  - Became able to spend the day with peace of mind
  - Was able to wear the clothes they wanted to wear, which made them feel better

\*2: Percentage of monitors who have selected one or more "changes in daily life"

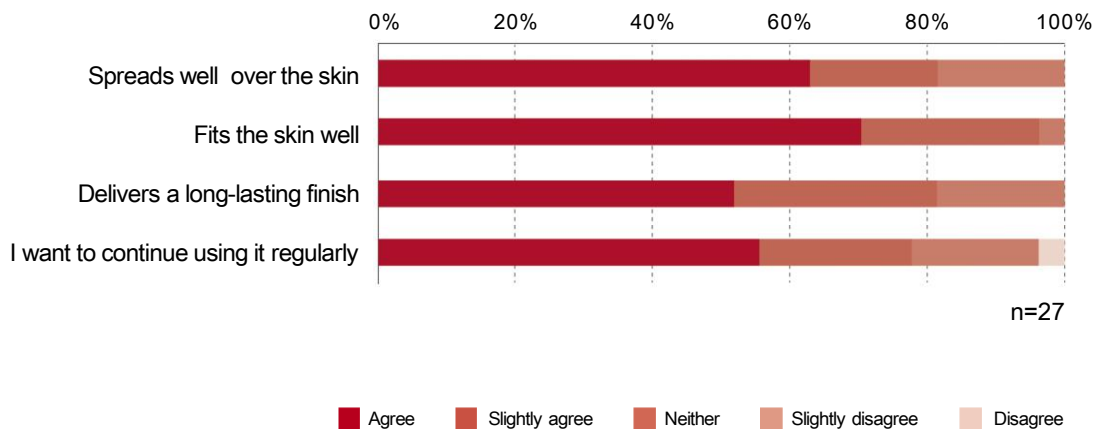
## Foundation MC



## Foundation VC



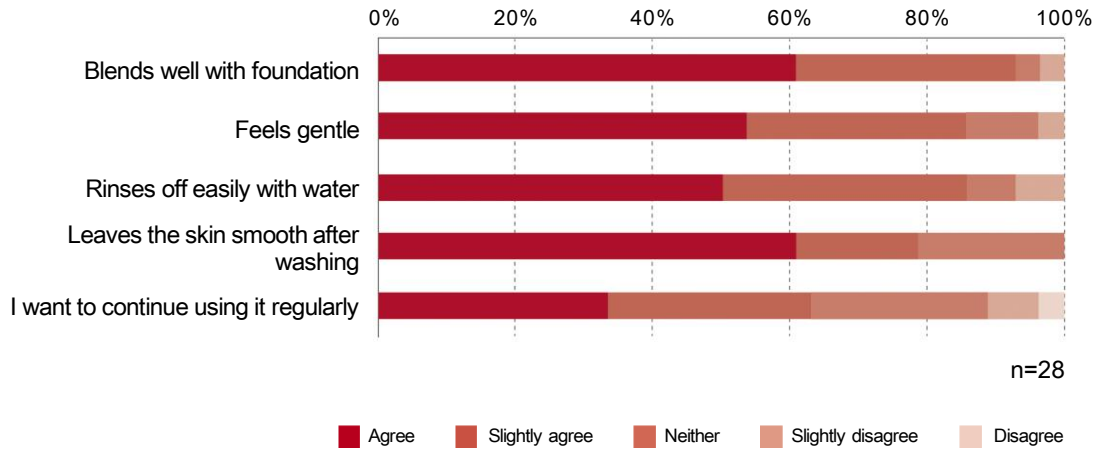
## Loose Powder



■ Agree   
 ■ Slightly agree   
 ■ Neither   
 ■ Slightly disagree   
 ■ Disagree



## Cleansing Oil



## Testimonials

I used to check my face in the mirror all the time. But while using this foundation, I looked in the mirror less. I felt safe and relieved.

(Woman in her 40s )

With the power of make-up, I stopped caring about my complex. My feelings became positive, and I was happy to go to work. The power of makeup is amazing!

(Woman in her 20s )

I think it was a very good experience to come across a wonderful product that has eliminated my worries. I would like to convey to those who are struggling with skin concerns that there are cosmetics with such excellent functions.

(Woman in her 30s )

After using it, my worries were alleviated and I started being able to wear the clothes I wanted to wear, which made me happy. Feeling beautiful really has the power to invigorate and encourage people!

(Woman in her 20s )

The foundation was very smooth and easy to use. It fits the skin well and looks natural. Even if I am busy in the morning, I can cover the skin marks in a short time.

(Man in his 40s )

# How to Make a Reservation

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Please introduce Shiseido Life Quality Beauty Center (SLQC) to patients and give them the SLQM referral leaflet. Tell them that they should make a phone reservation themselves.



The patient calls SLQC for a reservation, sharing information on their skin condition, any requests and the desired date.



On the visit to SLQC, our makeup consultants who have been educated with expert knowledge and techniques guide the visitor to the anonymity-protecting private rooms and give counseling and covering methods. For children and men who are not familiar with makeup, makeup consultants will support the make-up application until they can do it for themselves.

To be listed by affiliates

For Reservation and Inquiry

Phone : XX-XXXX-XXXX

[Reservation acceptance time]

XX:XX ~ XX:XX(Tuesday through Friday, except for public holidays)

[Business hours]

XX:XX ~ XX:XX(Tuesday through Saturday except for public holidays)

<https://www.xxxxxxxxxxxxxx>

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