

### **ZOTOS INTERNATIONAL, INC. Wins EPA Green Power Leadership Award**

Zotos International, Inc. (Headquarters in Darien, CT, an affiliate of Shiseido) was awarded with 2012 Green Power Leadership Award from the U.S. Environmental Protection Agency (EPA), honoring the company for its 3.3 MW on-site wind generation project.

The awarding ceremony was held at “2012 Renewable Energy Markets Conference” on September 24, 2012 in Washington, D.C. Ron Krassin, President & CEO, Anthony Perdigao, Vice President Operations and Chief Sustainability Officer received the award from Elizabeth Craig, Director, Climate Protection Partnerships Division, US EPA.

In 2012, Zotos met its goal of using 100 percent green power for its 60,400 m<sup>2</sup> manufacturing plant in Geneva, New York. Approximately half of the plant’s electricity is generated on-site with a 3.3 megawatt wind project , which consists of two 1.65 megawatt wind turbines that generate up to approximately five million kilowatt-hours (kWh) of green power annually. Zotos purchases renewable energy certificates (RECs) sourced from wind for the remainder of its electricity needs.

#### **“Green Power Leadership Awards”**

This annual award is to recognize the actions of individuals, companies and organization that are significantly advancing the development of renewable electricity sources through green power markets, the U.S. Environmental Protection Agency (EPA) and Center for Resource Solutions(CRS) sponsor the annual Green Power Leadership Awards.

#### **About ZOTOS**

Zotos International, Inc., a wholly owned subsidiary of the Shiseido Co., Ltd., is a professional beauty industry leader that manufactures and markets a full range of hair care, texture service and hair color options for today's salons and salon professionals under the Zotos, JOICO, ISO, Senscience, and Bain de Terre brand names, among others.

#### **About ZOTOS’s Environmental Activities**

Shiseido Group is promoting the “environmental project” named “The Earth Care Project” globally in every aspect of its business activities. Among other affiliates, Zotos is one of the best performing companies in environmental activities. Besides the initiative of using green power, Zotos developed 4-layer plastic bottles which are made with 50% recycled plastics and 50% bio-resins while maintaining high quality and safety. With

these special bottles, we can save 75 tons of plastic annually, and approximately 360 tons of CO2.

In 2010 Zotos began utilizing rail car to bring raw materials into the plant adding efficiency in transportation and reduction in CO2 emissions. For example one rail car of raw material can reduce up to 40 intermodal truck load shipments. This small change saves time, money and reduces our impact on the environment.



<On Site Wind Turbines, ZOTOS International>



<Award Ceremony held on September 24, 2012 in Washington, D.C.>