

Efforts toward Realizing Diverse Beauty

"Beauty" to Help All the People in the World Live and Shine as They Like

There is no standard answer when we think about "Beauty."

Because every one of us has a unique view on "Beauty."

Our aspiration is a world where all the people recognize and express "Beauty" in their own ways.

Committing to consumers' desire to stay beautiful, Shiseido has been supporting women's beauty by offering safe and secure products and services since its foundation. Our mission is to brighten up consumers' beauty and to fill the whole world with smiles.

However, there are people around the world who have difficulties in following the lifestyles they want for various reasons.

Some have appearance concerns that make them hesitate to go out into society.

Others are confined by stereotypical ideas or values that limit their immense possibilities to small frames.

Leveraging our long-nurtured knowledge, we aim to realize a society where all the people around the world can make their choices from among various lifestyles and values to color their own lives beautiful.

Specific initiatives



Shiseido Life Quality Makeup

Cover makeup for people who have serious skin troubles such as birthmarks, dark spots, scars and burn marks, as well as appearance changes due to cancer treatment. This is the result of our efforts to realize "the power of makeup" to its fullest.



Collaboration with UN Women / Promotion of Gender Equality

Shiseido has signed an agreement with UN Women, making it the first Japanese company to commit itself to the promotion of gender equality in Japan. Through such efforts as awareness raising workshops on gender equality targeting young people, Shiseido aims to realize a society where all the people can live their own lives.



Empowerment of Rural Bangladesh Women

We offer halal-certified skincare products helping local women to improve their social status and gain healthy skin by changing their lifestyle.



Shiseido Life Quality Beauty Seminar

We conduct a variety of seminars throughout Japan, helping new graduates learn how to keep up an appropriate appearance as a working adult, suggesting solutions to issues of a super-aging society through the "power of makeup," and offering beauty lessons in facilities for persons with disabilities.