

## With Society

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With Society. Shiseido's social participation activities as a community member.

### > Employee-led social Contribution Activities



Shiseido's employee-led social contribution activities are promoted through the "Mirai Tsubaki Activities" and "Social Contribution Club."

### > Disaster Support Activities



Shiseido's support activities and donations at times of disasters.

### > Aid Initiatives in the Wake of the Great East Japan Earthquake



In cooperation with government and local residents, we work on new community development by carrying out events such as planting camellia trees.

### > Initiatives for Children



We provide day-to-day beauty information such as face cleansing and UV protection methods to protect children's healthy skin.

## Employee-led Social Contribution Activities

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Social contribution activities by the Shiseido Group employees are mainly the “Mirai Tsubaki Activities” performed by the whole group, and the “Social Contribution Club” in Japan.

Mirai Tsubaki Activities is a social contribution activity in which all the employees in the Shiseido Group throughout the world have been participating from FY2012, the 140th anniversary of Shiseido’s foundation. By performing the activities that employees have formulated and planned themselves, we return our gratitude to consumers and society that have supported Shiseido until today.

The Social Contribution Club is an organization established to support employees who are hoping to make a contribution to society. The club has been providing various flexible activity programs to create social engagement opportunities for employees.

Mirai Tsubaki Activities

“Social Contribution Club” Activities

130 Shiseido Group offices throughout the world have promoted 1,270 activities by FY2017.

Employees who participated in the activities said, “I saw many smiles and heard so many encouraging words through the handcare activity. All of those experiences really gratified me,” and, “Beach cleaning and tree planting were hard work, but working hard with colleagues in the sun made me feel refreshed and strengthened group ties. It reminded me of the importance and the responsibility of maintaining the natural environment and partnership with local communities for the next generation.” Those words testify that the activities enhance bonds with the community as well as ties among employees.

▶ Japan   ▶ Asia and Oceania   ▶ America and Europe

## Japan

### **We Meet Up Again! Handcare and Cover Makeup Activity at Open Hospital**

On October 28, 2017, Kyoto University Hospital invited inpatients, outpatients, their family members and local residents to its annual event named Open Hospital 2017, where we provided handcare and cover makeup services to visitors.

This year, our sixth year of participation, a cross-departmental team of 18 employees gathered from the Sustainability Strategy Department and the nearby Kinki area business units including Osaka Factory, Kinki Offices and Department Stores Sales Division, and provided handcare services to 247 visitors and cover makeup services to 58 visitors.

In the handcare section, we were impressed that there were so many fans of our continuing activities. The participants said, "I came here last year and this year. I love your handcare services and really appreciate them," "I will surely come next year, too."

And in the cover makeup section, we taught some makeup techniques to draw eyebrows or to cover skin concerns using Perfect Cover Foundation MV, launched on October 21 that year. One of the participants looked in a mirror and said with a smile, "My complexion looks brighter by covering only the area of concern."

[Feedback from employees who participated]

- I gave a handcare service to an inpatient lady and noticed that she looked really happy. I am grateful that I could directly feel the power of makeup.
- Though my arms got terribly tired by providing handcare service for many participants with no breaks, their words, "Thank you," and "It was so comforting" gave me genuine pleasure that cannot be experienced in my daily work.
- Doing such activities with members from other business units, who I have little opportunity to work with, was very stimulating.

We will come back to Kyoto next year for many Shiseido fans who are looking forward to our activities!



## “Lip Gloss Factory,” a Craft Workshop Providing Children with an Unforgettable Experience

Shiseido Japan Kyushu/Okinawa Sales Department held a craft workshop named “Lip Gloss Factory” at the “Spring Festa 2017,” an event hosted by Toyota Motor Kyushu, Inc. on the premises of its factory. Our first-time participation in the event was achieved through the collaboration with three of our domestic factories (Osaka, Kakegawa and Kuki).

This event, visited by nearly 10,000 people every year, is a “festival” that local residents and families of Toyota Motor Group employees look forward to. Our “Lip Gloss Factory” attracted many people and all of its tickets sold out as soon as the doors were opened.

Through the exciting experience, participating children discovered the joy of craftwork. We look forward to continuing such activities to give children more unforgettable moments.



## Flowers to Brighten Up the Town of Ginza! Flowerbed-making Volunteer Activities

The Quality Management Department has been participating in “Green Adaptation Campaign” of Chuo Ward since 2012, taking care of three flowerbeds in Ginza.

32 volunteer members have been engaged in flowerbed-making activities including seasonal flower planting four times a year, in addition to daily watering, weeding and cleaning. They take turns in pairs watering the flowers while interacting with each other.

In 2017, they planted linaria and primula polyantha on February 24, and dianthus and coleus on May 18 at three of their flowerbeds. Pentas and catharanthus were planted on August 25, and pansy and miniature flowering kale on December 1.

Wishing for steady growth of the flowers as in usual years, they worked considering the balance of color to make beautiful flowerbeds. Members will continue to take care of the flowers lovingly to brighten up the town of Ginza.



## Science Cafe “Skincare for Babies” at Showa University

On October 19, 2017, Shiseido Global Innovation Center and Showa University Career Support Office co-hosted a Science Cafe for fourth- and fifth-year students of the university. Unlike regular seminars, Science Cafes are group discussions where researchers join in and raise topics for students to think about and deepen their knowledge in science. The cafe was attended by about 20 participants including teachers and students from the schools of medicine, dentistry, and pharmacy. The theme of the discussion was Shiseido’s research activities on the “power of makeup” and the “importance of skincare for babies,” which provided beneficial information for future medical professionals. A total of eight employees from the Global Innovation Center and the Sustainability Strategy Department facilitated the discussion.

The students were surprised about the facts that cosmetics can improve people’s quality of life (QOL) and that skincare for babies decreases the incidence of atopic dermatitis. They also showed a positive response saying, “I want to utilize the information for my future work” and “I will share today’s topics with friends who have babies.” It was a really active and exciting session, where opinions and questions typical of young students were raised such as “What is the difference between spots and freckles?” “What kind of brightening agent is most effective?” “I need an easy-to-use, effective sunscreen product,” etc.



## Asia and Oceania

### Beauty Seminar for Art College Students

Shiseido Thailand held a work session on skincare and makeup techniques for 60 junior year students at an art college on November 2, 2017. Being very popular among the students, the seminar provides those who are studying beauty and culture with an opportunity to discover Shiseido’s technology and know-how and to acquire beauty-related knowledge and skills, which they can exercise as professionals after graduation. Two identical sessions were held in the morning and afternoon, each of which was attended by 30 students who learned about skincare and makeup techniques with hands-on practice. The students’ feedback was positive, such as “We learned a lot about basic skincare and makeup techniques/knowledge. Thank you for giving us this opportunity. We want to make good use of this experience in our future.” We are very happy to be able to inspire young students through the seminar.



## **America and Europe**

### **Annual Beauty Seminar for the Elderly**

A team from Shiseido Spain offers every year a beauty seminar for elderly people at a local nursing home. On October 21, 2017, 10 employees visited the facility. Divided into two groups, they offered skincare and hand massage services, which the elderly enjoyed a lot.



## Employee-led Social Contribution Activities

Social contribution activities by the Shiseido Group employees are mainly the “Mirai Tsubaki Activities” performed by the whole group, and the “Social Contribution Club” in Japan.

Mirai Tsubaki Activities is a social contribution activity in which all the employees in the Shiseido Group throughout the world have been participating from FY2012, the 140th anniversary of Shiseido’s foundation. By performing the activities that employees have formulated and planned themselves, we return our gratitude to consumers and society that have supported Shiseido until today.

Mirai Tsubaki Activities

"Social Contribution Club" Activities

The Social Contribution Club was voluntarily established by employees in Japan in 2005. Its activity programs vary from Shiseido Camellia Fund to donations for disaster-affected areas, Volunteer Activity by Collecting Various Items, TABLE FOR TWO (TFT) and Volunteer Menu.

A paid-leave system named Social Studies Days\* supports employees who do voluntary activities during working hours on weekdays. We aim to establish a company climate in which “each and every employee possesses a perspective for social issue solutions and an opportunity to voluntarily consider and take action,” and utilize in daily work and activities the findings and knowledge obtained through social participation and taking a broader view. We believe these efforts will lead us to the creation of greater value.

\* A system that allows employees to participate in social contribution activities instead of coming to work for up to three days a year.

### Shiseido Camellia Fund

Shiseido Camellia Fund is a social contribution activity promoted through donations made by Shiseido Group employees and friends of the company to support the activities of NPOs and NGOs that aim to resolve social issues. Since its establishment in 2005 to 2017, a total of 267,995,869 yen has been donated to the organizations that we support.

Shiseido Group employees who support the cause participate in this initiative by saving money in the unit of 100 yen from their monthly salary, and retirees of the company also participate by transferring money in the unit of 1,000 yen.

Volunteer employees operate the Fund as steering committee members, conduct PR activities and hold an event named Open Café to introduce the activities of the recipient NPOs and NGOs. Also, they hold a review meeting every year to assess support contents of each organization and select new organizations to support.



Review meeting in 2017  
Presentation given by JOICEP









## Donations for Disaster-affected Areas

We donated a total of 59,286,960 yen to disaster-affected areas around the world from 2004 to 2017. The combined goodwill of each of our employees and company friends has a tremendous impact.



Letter of Appreciation from Japan Platform, an Authorized NPO

### Organizations and activities supported by the Camellia Fund in FY2018

Areas	Supported organizations	Support activities of the Camellia Fund
Women/Child	All Japan WOMEN'S SHELTER NETWORK 	Activities to eradicate domestic violence; shelter abused women, mothers and children; and support their rehabilitation.
	Save the Children Japan 	Support for developing countries where one in 20 babies do not survive to five years of age.
	Japanese Organization International Cooperation in Family Planning (JOICFP) 	Support for activities to protect the lives and health of pregnant women in Zambia.
Next Generation	SHISEIDO SOCIAL WELFARE FOUNDATION 	Assistance for foster children and children living in nursing homes for their access to higher education.
	Japanese National Network of Xeroderma Pigmentosum (XP) 	Support for children suffering from Xeroderma Pigmentosum (XP), a skin disease that becomes severer with UV rays exposure.
	JAPAN TEAM OF YOUNG HUMAN POWER (JHP) 	Activities to build schoolhouses and sanitary toilets in Cambodia to support the future of young people.
Environment	World Wide Fund for Nature (WWF Japan) 	Support for the forest restoration and coexistence of wild animals and humans in Indonesia.
	The NATURE CONSERVATION SOCIETY OF JAPAN 	Support for nature conservation activities and the preservation of the habitats of endangered species in Japan.



Support for Disaster Areas	JAPAN PLATFORM		Continuous support for the reconstruction of areas affected by the Great East Japan Earthquake.
Health	Japan Cancer Society		Support for cancer awareness activities, cancer patients and their families.

**TOPICS :** FY2018 recipient organizations have been selected

Camellia Fund held a review meeting at Shiseido Shiodome Office on September 4, 2017 and selected the FY2018 recipient organizations.



Review meeting  
Presentation given by JAPAN TEAM OF YOUNG HUMAN POWER (JHP)

■ List of FY2018 Camellia Fund recipient organizations (10 organizations) ■

- (1) All Japan WOMEN'S SHELTER NETWORK
- (2) SHISEIDO SOCIAL WELFARE FOUNDATION
- (3) Japanese National Network of Xeroderma Pigmentosum (XP)
- (4) WWF Japan
- (5) Save the Children Japan
- (6) The NATURE CONSERVATION SOCIETY OF JAPAN
- (7) JAPAN PLATFORM
- (8) Japanese Organization for International Cooperation in Family Planning (JOICFP)
- (9) JAPAN TEAM OF YOUNG HUMAN POWER (JHP)
- (10) Japan Cancer Society

**TOPICS :** 13th year to support XP patients with Shiseido sunscreen products

In March of 2017, we provided sunscreen products, including the Shiseido brands "ANESSA" and "2e", "SUNMEDIC" sold by the group company Shiseido Pharmaceutical Co., Ltd., and "Avene" sold by PIERRE FABRE JAPON CO., LTD., to 92 xeroderma pigmentosum (XP) patients.

XP is a progressive disease which causes serious sensitivity toward sunlight and neurological problems due to the fact that it inhibits the function to repair genetic damage.

Since this disease has a high probability of quickly developing into skin cancer after skin exposure to UV rays, XP patients must not only apply sunscreen to skin but also wear UV-protective clothes.

Since 2005, we have been providing products to XP patients who wish to use Shiseido sunscreen products and delivering their desired products through the "Japanese National Network of Xeroderma Pigmentosum (XP)" once a year. 2017 was the 13th year of the activity.

Patients' families have shared their voices, saying "UV reduction cream is a very important and necessary item that protects the sensitive skin of children with XP from UV rays and skin cancer throughout the year. We would like to express our sincere appreciation for letting the children use your products with peace of mind. We will spend our days with our children, thanking you for your warm support."



\*Shiseido began its support activities for XP patients in 2000 as part of social contribution activities and has been promoting various initiatives, such as seminars for patients' families (how to use sunscreen products), childcare activities for XP patient children through employee volunteer work, hosting national conferences funded by the Camellia Fund, etc.

**TOPICS :** Small but hearty gifts from Shiseido employees for child patients with XP serious disease  
- UV seminars held as part of our social contribution activities

The 3rd national conference of the Japanese National Network of Xeroderma Pigmentosum (XP) was held at Aichi Health Plaza (Aichi Pref.) for two days on October 15 and 16, 2016, in which 10 Shiseido Group employees participated to do volunteer activities such as:

- (1) Consultation by Beauty Consultants on effective use of sunscreen products, skin concerns, etc.
- (2) Lectures on “UV damage to the skin and latest information on sunscreen products” by researchers in charge of suncare product development.
- (3) Time to play with XP child patients and their brothers and sisters.

In 2000, as part of the social contribution activities, Shiseido began providing support for patients with Xeroderma Pigmentosum (XP), a serious skin disease with a high probability of developing into skin cancer or progressive neurological disability after skin exposure to UV rays. Every year since 2005, Shiseido has been offering its sunscreen products (ANESSA, 2e, SUNMEDIC, Avene, etc.), which are essential to protect the children from UV rays.

Also, we continuously support the patients through the “Camellia Fund,” voluntarily organized by Shiseido’s employees and friends of the company.



Personal counseling by Beauty Consultants in Chubu branch office



Presentation by Shiseido’s researcher in charge of sunscreen product development

## Other Activities

### Efforts of "TABLE FOR TWO"

TABLE FOR TWO. This is an effort representing a concept that we, who live in advanced countries, share a table with children in developing countries beyond time and space. Our placing an order for one designated healthy meal delivers a meal to one child through TABLE FOR TWO International (TFT), a specified non-profit corporation.

Expressing sympathy with the idea of TFT, Shiseido has implemented the initiative since July 2009. As of 2017, the initiative is being implemented at our Shiodome Office and Global Innovation Center.

In June 2017, TFT gave us a certificate of appreciation praising our annual contributions to the activity as a Silver Supporter company.

In Japan, about 700 companies, schools and other organizations are engaged in TFT activities and make efforts in their own way to develop TFT menus or to make the activity better known by their cafeteria users. In that sense, the TFT secretariat conducts a unique event named the TFT general election to broadly spread the activity's best practices.

At the 2nd general election hosted by TFT in July 2016, Shiseido nominated itself for the Menu Category with its original "Melty-Egg Rice Omelet with Starchy Clam Sauce." We won the second prize, losing the first by a margin of only one vote, and received a certificate of commendation.

Providing meals for children in developing countries enhances not only their physical growth but also their awareness of the joy of learning and their steady motivation for studying. We will continuously support TFT activity, through which we can contribute to society just by having a meal.



Certificate of appreciation received from TFT secretariat



Came second in the Menu Category of the general election.

**TOPICS:** Deliciously arranging preserved food! Social contribution through “food”

On November 26 (Thu), 2015, we held the “Let’s eat preserved food in a delicious manner” fair. In this fair, we arranged and offered preserved food for emergency, with less than 1 year before the expiration date, as TFT menus with the cooperation of LEOC Co., Ltd., the company commissioned to operate the cafeteria in the Shiodome Office.

Due to the fact that preserved food, stored in preparation for disaster, must be replaced when the expiration date approaches, Shiseido proactively aims to utilize preserved food in order to “effectively utilize food resources”, “consider the environment”, and “contribute to society”.

We held the first fair in July. This time, which was the 5th time for us to hold the fair, we offered 2 preserved food menus to 143 employees. In every fair, we commit to deliciousness and try to create menus that are also fun to look at. This initiative helps us support school meals for children in developing countries. We also offered the preserved food, which was used in the menus, as well as recipes as souvenirs to employees who tried the menus so that they would apply the recipe to preserved food at home. Through these initiatives, we aim to also raise awareness toward disaster prevention.

Employees who tried the menus shared their voices, such as “It was so well-cooked and delicious that I almost couldn’t tell it was preserved food”, “I want to try making it as per the recipe soon”, and “I’m glad that I was able to cooperate with effective use of food and donation”. Dietician Mr. Ono of LEOC Co., Ltd., who comes up with new menus each time, shared his comment: “Through trial and error, I tried to reduce the dry texture of preserved rice and come up with the kind of menus that people would find delicious and enjoy”.

The total number of meals consumed was 608, and a total of 12,160 yen was donated to support the meals of TFT.

Note: Part of the preserved food is also provided to “Second Harvest”, which is a food bank, and is delivered to children in orphanages and shelters for domestic violence victims, etc.



Preserved food arrangement menu “Shrimp cream risotto with soft boiled egg”



Handing out preserved food and recipe souvenirs

## Volunteer Activity by Collecting Various Items

Since 2005, Shiseido has been engaged in a company-wide activity to support women, mothers and expectant mothers and to offer educational support to children in developing countries by collecting used stamps and miswritten postcards.

We work on the activity throughout the year and run campaigns twice a year in summer and winter.

Collected used stamps and miswritten postcards will be turned into cash and will be used for various purposes in developing countries, including the shipping cost for recycled bicycles as well as the rescue activities for mothers and babies through the Japanese Organization for International Cooperation in Family Planning (JOICFP), and Darunee Scholarship Fund to support children in need in Thailand, Laos, Cambodia, Vietnam and Myanmar through the Education for Development Foundation (EDF).

We have supported 114 children to attend schools as of August 2017.

In 2018, we plan to help one child (a junior high school student living in Laos) attend school.



## Social Studies Days

Since 1993, Shiseido's Social Studies Days Program has allowed employees to participate in social contribution activities instead of coming to work for up to three days each year. A total of 53 days were utilized under this system in fiscal 2014, with 47 participants taking this time to hone their skills for volunteer and social contribution activities, to donate blood and to register as donors.

## Disaster Support Activities

### Volunteer Employees Present Donations for the Victims of the Kumamoto to Earthquake

The Kumamoto Earthquake that occurred in April 2016 caused serious damage to wide areas of the Kyushu region, mainly Kumamoto and Oita Prefectures, which were hit by strong earthquakes. The Shiseido "Social Contribution Club" presented donations collected from volunteer employees of the company group (a total of 2,499,500 yen from 3,444 supporters) to the authorized NPO Japan Platform (JPF) for disaster relief. The donated money was used for assistance, especially for those who are vulnerable to disasters such as elderly people, women, children, and handicapped people, and for gender-oriented support activities, which are in line with the "JPF Emergency Response to Earthquake in Kyushu" program.



Donation at Japan Platform



Letter of appreciation from Japan Platform

### Volunteer Employees Present Donations for the Victims of Hurricane Matthew

The Shiseido "Social Contribution Club" presented donations collected from volunteer employees of the company group (418,500 yen from 837 supporters) to the authorized NPO Japan Platform (JPF) for the disaster relief of Hurricane Matthew in the Republic of Haiti, which suffered devastating damages in October 2016. The donation money was used for humanitarian relief activities such as the distribution by JPF member NGOs of emergency relief goods (food, chlorine water purification tablets, hygiene goods such as oral rehydration solutions to prevent dehydration, and daily commodities), which are in line with the "JPF Emergency Response to Hurricane Matthew 2016 " program.



Donation at Japan Platform



Letter of appreciation from Japan Platform

## Aid Initiatives in the Wake of the Great East Japan Earthquake

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We would like to express our sympathy for the people affected by the Great East Japan Earthquake. Shiseido Group wishes to support affected people right by their sides through beauty support activities and activities that only Shiseido can promote.

### ■ Concept of Reconstruction Support

Company lives with society, and society is what lets us survive. Our hope is to fulfill the company's responsibilities as a member of society when society faces difficulties.

Reconstruction of the Tohoku region, which received unprecedented damage, has a long way ahead. We intend to support affected people right by their sides for a long time so that they can become independent by utilizing our resources, such as people, objects, information, technologies, and culture, etc.

What can we do to give energy to affected people as a cosmetics company, even if the amount may be small? With such a hope, we have been promoting "beauty support activities", in which we offer beauty services like skincare, makeup, and hand care, etc., for not only women but also children and men since the quake. Through the beauty support activities, we have learned that there is "power of makeup" that can heal people's hearts, make them positive, and give them energy.

### ■ Past Activities

› [Click Here for Activities and Quake Support Information in FY2011](#)

› [Click Here for Activities and Quake Support Information in FY2012](#)

### ■ Reconstruction Support Linked by "Camellia"

A few years after the Great East Japan Earthquake, it is shifting from the resettlement phase, which involves environmental establishment of temporary housing and debris processing, etc., to the reconstruction phase, which involves self-reliant re-building of houses, re-building of lifelines/infrastructures, and reconstruction of business districts and local industries, etc. The reconstruction speed also differs in each area. Due to this, affected people's desires are also changing and becoming diversified. Shiseido has promoted the corporate activity style of establishing relationships with stakeholders, including consumers and business partners, in which we can see each other's face and providing thorough response.

Since FY2013, we have been promoting beauty support activities leveraging the "power of makeup", which can only be offered by a cosmetics company, and reconstruction activities with the government and local residents by utilizing our resources. We hope to consider and overcome issues that we find with local residents through face-to-face efforts and steadily promote reconstruction by accumulating results. Therefore, we will continue to support new city development by limiting the areas.



## The Reason We Started Promoting These Activities

### Reconstruction Support Linked by "Camellia"

Shiseido's symbol is "Hanatsubaki (camellia)". The city flower of Ofunato City/Rikuzentakata City in the Kesen area in Iwate Prefecture is "camellia". Because of this connection, we wondered if there was anything we can do to support them by using "camellia" as the keyword and held a number of dialogues with people of these cities. Through the dialogues, we learned that people in the Kesen area used to press oil from camellia fruits in each household to use for cooking and hair care, etc. until several decades ago.

In addition, we learned that people wanted to use camellia, which residents of these cities have always treasured, as a new industry for these cities. We also learned that there had been a foundation in which Ofunato had been treating camellia as a tourism resource – "home of camellia: Ofunato" – since before the quake. We thought that there must be something we can do to support these activities by utilizing Shiseido's resources.

### Our Dream - In Preparation for Specific Actions -

Our greatest dream is to nurture camellia as a new industry for these cities, which will rapidly develop in the course of reconstruction, and to provide support for the efforts.

We hope to make the dream come true by holding dialogues and generating ideas with residents of the Kesen area and Ofunato City/Rikuzentakata City and also promote our own activities so that we can help the people develop their ideal cities.



岩手県  
大船渡市  
陸前高田市

## 1. Activities with Hopes of Industrialization

We promote camellia tree-planting activities every year so that camellia can become a new industry for the city and that they can be utilized as a tourism resource.

Since FY2014, we have been transporting and planting 30-year-old camellia trees from Machida in Tokyo with the cooperation of the JAPAN CAMELLIA SOCIETY as a specific means to accelerate the industrialization process. In collaboration with Ofunato City, we have planted approximately 470 nursery trees and about 100 mature trees (as of May 2017).

### A Camellia Tree Planting Event Held to Contribute to the City Development Project

Shiseido launched the planting activity in 2012. In 2017, its sixth anniversary year, the participants planted nursery trees, which they plant every year, as well as mature trees, a new symbol of the city, to support the revitalized city of Ofunato. 15 employees from Shiseido planted trees with people from Taiyo-kai, the Ofunato City Office, and the JAPAN CAMELLIA SOCIETY.

#### (1) Nursery Camellia Tree Planting Event

On Thursday, May 25, 2017, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event on the premises of Taiyo-kai Fukushi-no-sato Center in Ofunato City. The participants planted 32 trees. To support this activity, Shiseido donates part of the sales of the Shiseido Relaxing Night Mist and of Ofunato's signature products that SHISEIDO AMENITY GOODS CO., LTD. offered in its mail order catalogues.



Planting ceremony (Ofunato City Mayor Kimiaki Toda, second from right)



A city office worker and a Shiseido employee planting a nursery tree



Participants of the planting event

#### (2) Commemorative Mature Camellia Tree Planting Event

On Friday, May 26, 2017, Shiseido planted nine mature trees as a new symbol of the city in the KYASSEN Mall & Patio, a commercial facility. Shiseido and KYASSEN CO., LTD., a city development company, co-hosted the ceremony.



Memorial plate unveiling ceremony



Employees wrapping a tree trunk in cloth



During the ceremony



## A Camellia Tree Planting Event with Wishes for Reconstruction

Held on June 11, 2016

### A camellia tree planting event was also held this year, on June 11, 2016

On Saturday, June 11, 2016, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event at Iwate Prefectural Fukushi-no-sato Center. 20 employees from Shiseido participated in the event and planted trees together with people from Taiyo-kai, the Ofunato City Office, and the JAPAN CAMELLIA SOCIETY.

#### (1) Mature camellia tree planting

In order to harvest camellia seeds, from which oil is extracted, at an early stage, we planted 20 mature trees. This year, as well as last year, the JAPAN CAMELLIA SOCIETY donated 30-year-old trees.

#### (2) Nursery camellia tree planting

In the hope that the trees will grow well and vigorously, commemorative trees were planted by Ofunato City Mayor Kimiaki Toda, Shiseido Executive Vice President and Representative Director Tsunehiko Iwai, Taiyo-kai Director Noriya Kikawada, and Mr. Kiyohiko Nakamura of the JAPAN CAMELLIA SOCIETY. A part of the sales of the "Shiseido Relaxing Night Mist" and of Ofunato's signature products that SHISEIDO AMENITY GOODS CO., LTD. offered in its mail order catalogues is donated to this nursery tree planting event.



The tree planting ceremony with Ofunato City Mayor, Kimiaki Toda (right) and Shiseido Executive Vice President and Representative Director, Tsunehiko Iwai (left)



Planting nursery trees on a steep slope



Shiseido staff who participated in the tree planting event



## Hosting a Camellia Tree-planting with Hopes of Industrialization

Event on June 12, 2015

### “Camellia seedling planting” held on July 12, 2013

The city of Ofunato took the lead to host the tree-planting event with hopes of industrialization so that camellia can become a new industry for the town and that they can be effectively utilized as a tourism resource. From Shiseido, 13 employees participated and promoted the tree-planting activities with local people. The camellia seedlings, which were used in this event, were donated from Shin-kamigoto-cho in Nagasaki Prefecture because of Shiseido’s activities. Among the 1,000 donated trees, approximately 300 seedlings were planted on this day.



Scene from tree-planting



Shiseido employees who participated in the tree-planting activities



After the tree-planting activities

### “Tree-planting of mature camellia trees” held on June 28, 2014

Due to the fact that camellia trees take approximately 20 years to become mature, nut harvesting is the issue in industrialization. In order to accelerate the industrialization of camellia and effectively utilize it as a tourism resource, we planted mature trees at Iwate Prefectural Fukushi-no-sato Center. 8 members participated from Shiseido and planted 40 mature trees, which were donated by members of the JAPAN CAMELLIA SOCIETY via Machida City, Tokyo, along with members of Taiyo-kai and employees of Ofunato City Office.



Scene from tree-planting



Completed line of Camellia trees

## Mature and young camellia tree planting event held on June 12, 2015

On Friday, June 12, 2015, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event at Iwate Prefectural Fukushi-no-sato Center.

16 employees from Shiseido participated in the event and planted trees together with people from Taiyo-kai, the Ofunato City Office, and the general incorporated association RCF.

### (1) Mature camellia tree planting

In order to harvest camellia seeds, from which oil is extracted, at an early stage, we planted 30 mature trees. The planted mature trees were donated from the JAPAN CAMELLIA SOCIETY, which has supported this activity.

### (2) Nursery camellia tree planting

We planted 40 nursery trees. A part of the sales of the "Shiseido Relaxing Night Mist" and of Ofunato's signature products that SHISEIDO AMENITY GOODS CO., LTD. offered in its mail order catalogues is donated to this nursery tree planting event.



Installing poles for protecting nursery trees from deer



Planting mature camellia trees



Shiseido staff who participated in the tree planting event

## 2. Initiatives for Raising Awareness of Camellia in Kesen Area



### Releasing “Before bedtime” Fragrance with the Motif of “Sanmen Tsubaki” of Ofunato City

Released on October 1, 2014

Fragrance soothes our feelings and gives us a sense of relaxation. With the hopes of delivering pleasant sleep with good fragrance to affected people, we worked on developing a product by utilizing Shiseido's aromachology research. As a result, we have developed a new fragrance for users of all ages regardless of gender to experience a sense of relaxation before bedtime, by combining with the fragrance ingredient of flowers of “Sanmen Tsubaki”, which is 1,400 years old and is the oldest camellia tree in Japan located at “Nakamori Kumano Shrine” in Massaki-cho, Ofunato City. We collaborated with local people to create a new fragrance “Shiseido Relaxing Night Mist”.

It was released on October 1 (Wed), 2014, with limited volume via the Shiseido website, and is available at 4 department stores, Isetan Mitsukoshi Ltd.\* from March 9 (Wed), 2016.

Part of the sales will be utilized in the development of “Ofunato, home of camellia”.

\*available through e-commerce and selected stores only.



Shiseido Relaxing Night Mist  
Can be used on the linen and skin.



### Using Camellia in Reconstruction Efforts Initiatives Shiseido Parlour Launching “Kesen Tsubaki Dressing”

November 10, 2014

On November 10, Shiseido Parlour, participating in Shiseido's reconstruction efforts initiatives centered around the use of camellia, launched a series of dressings in the market with a limited number of products. These dressings contain “Kesen Tsubaki” camellia oil made from camellia seeds from Kesen area, a town that was affected by the Great East Japan Earthquake and Tsunami.

Kesen Tsubaki camellia oil is made by roasting camellia seeds and carefully wringing the oil out with manual oil wringers. Roasting the seeds brings out a distinctive, rich aroma and gives the oil a beautiful golden color.

This series comes in two varieties: Onion and French mustard. Head chef at Ginza Shiseido Parlour has made the best of this aroma, using a signature recipe in the making of the dressings.



Kesen Tsubaki Dressing



**“TSUBAKI NO YUME FESTIVAL (Dream of Camellia Festival)”**

October 4, 2014

Shiseido held “TSUBAKI NO YUME FESTIVAL (Dream of Camellia Festival)” at Rias Hall in Ofunato City, Iwate on October 4, 2014, as part of Shiseido’s “Using Camellia in reconstruction efforts” initiatives. The purpose of this event was to let the local young people experience and know the potential of camellia as an industrial and tourism resource.

The theme of the performances for the event was “Experience camellia with all five senses,” including a “Fragrance Seminar” to feel the effects of fragrance and “Shiseido Relaxing Night Mist,” a “Mini Gallery” exhibiting Shiseido products and posters designed with camellia motifs, and a “Tasting camellia oil” activity where people could try foods and sweets that contain camellia oil.

In “Tasting camellia oil,” Ofunato Higashi High School students presented their hand-made sweets that contained camellia oil.



Fragrance Seminar



Serving Spiedini with “Kesen Tsubaki Dressing”



Ofunato Higashi High School with their food and sweets that contain camellia oil



Shiseido also held “Hair & Skincare Seminars” for both male and female high school students to show the students how to style their hair and provide some tips on how to maintain healthy skin. It was a way of drawing the local youth to this festival, since it is them who will have to shoulder the responsibility for the reconstruction of the region.

The event closed with the “Hair & Makeup Show” by Shiseido’s hair & makeup artists, and featured models selected from among the local youth.

Thanks to the popular fashion brands, CECIL McBEE and SLY from Shibuya 109, all participants were able to express their “Ideal ME.”



“Hair & Skincare Seminars” for high school students



“Hair & Mak ”



**Hosting "TSUBAKI NO MEGUMI FESTIVAL (Blessings of Camellia Festival)"** Hosted on November 23, 2013

We focused on the "food culture" of camellia to support its industrialization by promoting the recognition of edible camellia oil, which was commercialized after the quake. We planned the "TSUBAKI NO MEGUMI FESTIVAL (Blessings of Camellia Festival)" with the hopes of creating an opportunity to explore the potential of camellia with local residents through food experience.

In this event, local restaurants and Japanese/Western sweets stores prepared new dishes and sweets using camellia oil, and we held a menu contest. The head chef of Ginza Shiseido Parlour participated from Shiseido and served the signature menu, "Meat Croquette", which was fried in camellia oil.

Local women made "Kenchin-jiru (miso soup with root vegetables)", which has always been made with camellia oil in the area, and served it at the venue. They simultaneously handed down the culture to children, who did not know camellia oil.



Menu contest



Camellia oil pressing experience



Food experience venue



Food experience venue reception



Local performing art (deer dance) by Ofunato Nursery School students

In addition, we also held an event to experience harvesting camellia fruits, which will be important in industrialization, in another venue (Goishi District, a tourist spot for camellia in Ofunato), and picked 54 kg fruits with the local residents.

The harvested fruits were donated to Seishokan of Taiyo-kai, a social welfare corporation, and an oil factory in Rikuzentakata, that faces an issue of fruit harvesting in preparation for the industrialization.



Fruit harvesting experience



Harvested camellia fruits



In addition, we also held a makeup seminar at the request of local residents. We were able to experience "camellia", which is much more than just flowers, together with them on this day.



Beauty seminar



Staff who participated in the "TSU-BAKI NO MEGUMI FESTIVAL (Blessings of Camellia Festival)"

### 3. Activities to Grow Camellia with the Next Generation

#### Ofunato City Hikoroichi Junior High School's Activities

Ofunato City Hikoroichi Junior High School in Iwate Prefecture is implementing a school-wide program named the "Camellia Learning Program" for further understanding of camellias, the city flower. At the junior high school's request, Shiseido is supporting the students, who will play a central role in the future city development, in experiencing the "potential of camellias".

#### Cooking Class with the Shiseido Parlour Held on August 28, 2017

On Monday, August 28, the students made special omelet with rice under the guidance of the chefs of Shiseido Parlour and compared the taste of croquettes fried with camellia oil produced in Ofunato City.

First, the grand chef of Shiseido Parlour demonstrated how to make omelet with rice. He told the students the secret to wrapping chicken fried rice gently in a thin sheet of egg omelet. The students were fascinated by the process of cooking the delicious-looking dish.

The students were nervous and looked awkward at the start of cooking, but they gradually began to smile. Everyone managed with the difficult task - wrapping chicken fried rice in a thin sheet of egg omelet - to make tasty omelet with rice.

Eating the home-made omelet with rice made them smile because making it themselves gave them confidence, and they were happy with its mild taste. In addition, they compared the taste of croquettes fried with camellia oil or cooking oil. They enjoyed the flavor and aroma of the croquettes fried with camellia oil produced in their hometown.



Students watching the skillful techniques of the grand chef



Students cooking



Students enjoying the omelet with rice they made

## Activities in Ofunato Municipal Akasaki Junior High School

Our encounter with Ofunato Municipal Akasaki Junior High School in Iwate Prefecture was on September 11, 2012. Shiseido employees and all of Akasaki Junior High School students planted the same number of camellia seedlings as the number of 9th grade students in front of the temporary building of the school, which was affected by the tsunami.

Plates of haiku, written on the themes of "home of camellia: Ofunato" and "reconstruction of our home", were attached to the camellia seedlings. Since then, we have been continuing to promote the activities to grow the camellias, which we planted with the students of Akasaki Junior High School.

Students are passing down the responsibility to grow the camellias with care while communicating the possibility that these trees may become a seed for a new industry for Ofunato someday.



### Haiku Works

The students in the 9th grade have been composing haiku (Japanese poems in 5-7-5 syllabic form) with the themes of "home of camellia: Ofunato" and "reconstruction of our home" annually since 2012. We have organized their haiku works into a "haiku booklet" as records of steps to reconstruction, and presented to them.



### Activities to Grow Camellia (Video conferences/Tsubaki Journal)

#### Holding Video conferences

We began holding Video conferences with maintenance and safety representative students in June, 2013. In these "Tsubaki Meetings", students discuss what they have noticed and wondered about in the course of providing care for the camellia trees, and we share information.

We considered what was necessary to nurture camellia trees and prepared a nurturing program while seeking advice from specialists.

#### Akasaki Junior High School "Tsubaki Journal"

Akasaki Junior High School has decided that "maintenance and safety representative" students would be in charge of nurturing the camellia trees, starting in FY2013.

Mr. Takashi Takahashi, teacher in charge, started sending us reports on the camellia trees.

We have decided to keep them as records under the name of "Tsubaki Journal".



## Oil Pressing Event Held on November 17, 2015

“Grow camellia” ⇒ “harvest its fruits” ⇒ “extract oil”

We held an event to extract oil from camellia fruit to support Ofunato City’s goal of industrializing camellia through an event to experience this important process with local students and by deepening their interest in camellia.

About 30 students participated on the day, watched how oil was extracted by a traditional oil press machine in Ofunato and experienced extraction by home oil press machines. Afterwards, they tasted “Kesen Tsubaki (camellia) Dressing” from Shiseido Parlour to experience an example of how the camellia oil is used.

The participating junior high school students told us with excitement, “It was my first time to actually touch camellia fruit and extract camellia oil. It was very interesting”, “when you actually experience it, you realize that you need quite a lot of power to extract even the smallest amount of oil”, and “I learned for the first time that camellia oil is used for many things”.



Oil pressing experience with a home oil press machine



Tasting “Kesen Tsubaki (camellia) Dressing”



A photo taken with the participating students

## 4. Reconstruction Support Market

We have been holding the reconstruction support market, in which we collect and internally sell products from the Kesen area that we have been supporting, in the Shiseido Shiodome Head Office every year since FY2013.

### <Objectives of the market>

#### For Region

- Improvement of the recognition of the Kesen area
- Development of new sales channels

#### For Employees

- Opportunity to PR the reconstruction support activities to gain sympathy
- Opportunity to realize employees' will to help with reconstruction support



Scene from the reconstruction support market

## Shiseido Aid Initiatives in the Wake of the Great East Japan Earthquake, in 2011

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### Relief money/donations

Immediately after the Great East Japan Earthquake, Shiseido Co. Ltd. decided to contribute 100 million yen in relief money and donated the money to Japan Platform.

Overseas Shiseido Group local affiliates are also making donations through the Red Cross in each country, and the total donation amount has reached approximately 3,700 million yen. Shiseido's Group company in France promoted their own initiatives, such as employees at the factory choosing one day, working without pay, and donating the equivalent amount via the Red Cross, and employees in the office giving up 1 paid holiday and donating the equivalent amount via the Red Cross, etc.

When Shiseido raised relief money for the affected area with the "Hanatsubaki Fund", which was established by Shiseido with the aim of supporting social contribution activities, with employees and former employees, approximately 8.2 million yen was collected. This entire amount was donated to the Japan Platform.

### Support with goods

Immediately after the Great East Japan Earthquake, Shiseido provided approximately 30,000 "FRETTY Dry Shampoo", which is water-less shampoo, and approximately 300,000 cleansing sheets/body sheets/antiperspirant, etc. as urgently needed daily commodities to task forces of Iwate Prefecture, Miyagi Prefecture, and Fukushima Prefecture as well as the police, the Self-Defense Forces, support NPOs, etc. After hearing compelling wishes of women, such as "I want to draw my eyebrows", "I want to care for my skin", etc., as time passed after the quake, Shiseido distributed 30,000 sets of cosmetics, such as softener, moisturizer, foundation, eyebrow pencils, body sheets, etc. to evacuation sites in Iwate, Miyagi, and Fukushima from the end of April to July.

In December, we distributed 12,000 sets of cosmetics, such as cleanser, softener, lipsticks, shampoo, rinse, hand cream, etc., to temporary housing in Iwate, Miyagi, and Fukushima with the hopes of giving as much support as possible for those spending the New Year's holidays in temporary housing.



## Visiting Temporary Housing Units One by One for Winter Skincare



Amid a situation in which rehabilitation efforts are expected to take a long time, Shiseido provided cosmetics sets for people who are still forced to live in temporary housing in the three prefectures of Iwate, Miyagi and Fukushima so that they could celebrate the New Year with even just a little more hope and cheer. In addition to skincare and makeup items, the cosmetics sets also included other items such as hair care products, hand cream and lip cream, which are essential for the cold winter season. A total of approximately 180 employees visited houses one by one and handed out approximately 12,000 cosmetics sets. Residents who received these items were full of smiles and we received many words of appreciation such as, "We are so grateful for receiving heavy items like shampoo because shops are far away from temporary houses."

## Beauty Support Activities

What can we do for affected people as a cosmetic company to life them up even a little? Based on such a feeling, we have carried out "Beauty support activities," which provide beauty services including massage, makeup and hand massage, not only to women but also to children and men since the earthquake disaster.



## Visiting Shelters from Spring to Summer

The Tohoku Branch of Shiseido Sales Co., Ltd. (Sendai, Miyagi prefecture) has developed Beauty Support Activities, in which Beauty Consultants provided skincare and cosmetic services in response to demand from shelter residents in the respective areas of Iwate, Miyagi and Fukushima. Hand massages were offered not only to women but also to men and children, plus facial massages were offered to women. Additionally, 30,000 cosmetics sets, including skin lotion and emulsion, were prepared and distributed together with leaflets summarizing how to use cosmetics and useful daily information for people taking shelter. 359 HQ employees from Tokyo also participated in these activities for the total of 1,626 days. The activities were held 575 times in total by the end of July, and we offered our services to over 30,000 people.





## Services for Wearing Usual Makeup at Assembly Halls

The majority of people moved to temporary housing in line with the closure of shelters in autumn. Although many people wanted to receive skincare and massage services only from April to the summer season, there were more comments towards the winter season saying that they "want to wear their usual makeup." Therefore, 24 Beauty Consultants gathered from all over Japan from Hokkaido to Okinawa respectively and visited temporary housing twice in November and January. We applied makeup to 422 people in 14 temporary housing locations within Miyagi Prefecture on November 5 (Fri) and 6 (Sat) and 334 people in 13 temporary housing locations within Fukushima Prefecture on January 20 (Fri) and 21 (Sat). In temporary housing assembly halls, we offered individual makeup services from skincare to putting on lipstick as the final touch. We received many encouraging comments such as, "It feels like my life is back to normal" and "It made me feel positive," as well as heartwarming words such as, "Please come and visit us again."



## Support for Local Media

Taking into consideration the importance of information in times of disaster and providing necessary information to people in disaster affected areas, Shiseido supports special disaster-related FM and community FM radio stations. We are providing various assistance such as skincare information and content production support in emergency situations. Additionally, Shiseido placed advertisements in local newspapers in the three prefectures in the Tohoku region (Iwate, Miyagi and Fukushima) in order to inform people in disaster affected areas about how to treat their skin and hair in emergency situations.



## Radio Broadcasting

Shiseido supports special disaster-related FM and community FM radio stations to communicate disaster-related information in Iwate, Miyagi and Fukushima prefectures, thereby cooperating to produce content that local areas need.



## Uta yo Todoke(Message and songs)

### Uta yo Todoke

Japanese ballad music ( enka ) has deep ties with the Tohoku region. In response to many comments from local people such as " enka songs give me courage," Shiseido is producing and providing content that delivers enka singers' messages encouraging reconstruction as well as their representative songs.

#### Sachiko Kobayashi



My name is Sachiko Kobayashi.

I would like to express my deepest condolences to everyone affected by the recent Great East Japan Earthquake.

In Niigata prefecture, which is my birthplace, a large earthquake previously struck the area in 1964.

Additionally, three major earthquakes hit the prefecture, including the Chuetsu Earthquake and the Chuetu Oki Earthquake, and everyone in the Tohoku region helped us each time.

Many people came to voluntarily help affected people in Niigata prefecture in whatever way they could.

I will never forget such kindness.

I am actually personally visiting shelters, which is something I really want to do simply out of gratitude.

I think that reconstruction will take a long time, so I would like to give support continuously rather than just this one time.

Although there are still many aftershocks and the situation is tough, my heart will always be with you.

It is not just me, but everyone.

I hope that you will be able to move forward one step at a time.

Let's move forward and try our best.



## Masao Sen



My name is Masao Sen.

I would like to express my deepest condolences to everyone affected by the recent Great East Japan Earthquake.

Rikuzentakata, my hometown, was struck by the devastating disaster.

As a singer, however, I hope to do my best by singing for everyone who faces tough circumstances.

I would be glad if my song reaches your hearts and restores your energy even a little.

Although I have been singing Kitaguni no Haru for many years,

I feel that this song regained a new breath.

I will make greater efforts to sing.

With everyone's cooperation, let's rebuild our new hometowns.

## Kenji Ninuma



My name is Kenji Ninuma.

I would like to express my deepest condolences to everyone affected by the recent Great East Japan Earthquake.

My hometown is Ofunatoshi in Iwate prefecture.

Although the scenery of my hometown where I was born and grew up has changed, I believe that the warm and affectionate feelings of people there will remain unchanged no matter how much time goes by.

I pray from the bottom of my heart that everyone who suffered from the disaster will cooperate toward reconstruction and reproduce new hometowns surely, steadily and without rushing.

I will also be part of this process.

Above all, I hope that you take care of yourselves, especially under such circumstances.

## Yukio Hashi



My name is Yukio Hashi.

I would like to express my deepest condolences to everyone affected by the recent Great East Japan Earthquake.

In addition to local people,

everyone in Japan and the world was devastated by the current earthquake disaster.

Since that day, every day has been heartbreaking for me as I hear and watch the news of the truly devastating, shocking state of things.

Although I am hoping that, with everyone's utmost efforts,

it may not be so long before reconstruction and recovery take hold,

I would like an opportunity to visit to do whatever I can.

I would like to create an opportunity to sing songs with the hope of making people relax as much as possible. Above all,

I hope that you will try to take care of your health.

I sincerely would like to do my best to move forward with you toward reconstruction.

## Aki Yashiro



I'm Aki Yashiro.

I would like to express my deepest condolences to everyone affected by the recent Great East Japan Earthquake.

I realize that the current earthquake disaster caused everyone a lot of suffering.

Nonetheless, because we face such tough situations,

I hope that we can all do our best without giving up under any circumstances by emphasizing what men and women can do in their respective roles.

I will always support you.

## Ichiro Toba



Hello everyone. My name is Ichiro Toba. I hope you are all well.

The areas currently affected by the disaster were mainly port towns, in which those related to the fishing industry, including fishermen, have suffered a great deal.

I sang my song to many people in the affected areas and they told me that they were encouraged by listening to my song. At the same time, however, I have gained courage from everyone.

Now that I have become a singer after making the transition from being a fisherman, I am sincerely glad that I continued singing over many years and am able to help you in this way. I will continue to sing in the future as well.

I hope that you will remain patient and move on toward the future one step at a time without giving up.

Please take care and I wish you all the best.

## Harumi Miyako



Hello everyone. I am Harumi Miyako.

I have had the opportunity to sing in various places of Tohoku in front of many people. During this time, while I visited the disaster-affected areas, I was in turn encouraged as everyone tapped on my shoulder and said, "Good luck." People also told me,

"I'm the same age as you" or "Come and visit us again, Harumi." I went home each time, promising everyone that we will meet again.

Now, I truly feel each individual's power of life.

I look forward to singing in front of everyone again in the future.

Together, let's move forward taking one thing at a time and make steady progress.



## Mimi wo Sumashit

### Mimi wo Sumashitene

Content for narrated picture books is being produced and provided for children to enjoy in moments of relaxation amid the uneasy situation in general.

#### "Chorus"



#### "Tegami"(letter)



#### "Mugibue"(wheat-straw whistle)



#### "Biwa"(loquat)



#### "Kamakiri"(mantis)





Introduced picture book title : Five stories from Ohanashi Pochiri (Approximately 5 minutes/story) (Written by Miyako Moriyama; Illustrated by Kazuhiko Toyota; Published by Komineshoten)  
 1) "Chorus" 2) "Tegami" 3) "Mugibue" 4) "Biwa" 5) "Kamakiri"

Reading : Kie Nakai (actress)  
 Theme song : "LOVE YOU LONG" by Mariko Hamada  
 Music : TONE



## Newspaper Advertisement

Shiseido has summarized the information about "skincare and hair care in disaster-affected areas," which is posted on its company website (Japanese only) (opens in new window.), and is providing this information to local regions in the form of a newspaper advertisement. The advertisement, with large, easy-to-read text (in Japanese only) and illustrations like those in picture books, is designed so that its most important parts can be easily trimmed and stored or put on a wall.



In our final advertisements, we expressed our appreciation for all the various lessons Shiseido has learned from everyone through beauty support activities, as well as conveyed the Company's intent to continuously promote activities in the Tohoku region by reaching out and connecting with people's lives and hearts.

## Photo exhibition “Love letters full of color”

Shiseido held the photo exhibition “– For more colorful tomorrow - Love letters full of color by Shiseido hair and makeup artists” at Sendai Mediatheque (Sendai City, Miyagi Prefecture) for 5 days from January 13 (Fri) to 17 (Tue), 2012.

Shiseido Beauty Creation Research Center has been holding creative exhibitions, which are places of creation for the Center’s hair and makeup artists to offer joy, fun, and inspirations to people with free ideas and creativity, since 1989. In response to the artists’ desire to support the Tohoku area, which has been trying to reconstruct itself since the Great East Japan Earthquake on March 11, the Center held the 17th exhibition in Sendai as the first local exhibition.

The photo exhibition included 30 works by makeup artists with the hopes of “brighter tomorrow filled with colors and light in Tohoku”, the exhibit of 6 works “Tohoku Muses”, the models of which were women who have been affected by the quake and who promote support activities for affected people, photo shooting sessions with hair and makeup artists who are active with CM shooting, etc., beauty seminars and talk shows by Shiseido beauty top specialists, etc.

After the exhibition in Sendai, the Center held the said photo exhibition in Osaka Station City (Osaka City) in March and within JR Ueno Station and JR Shinagawa Station between June and July of 2012 with the cooperation of East Japan Railway Company. Overseas, the Center also held a photo exhibition “Beautiful Smiles of Japan – Power of Smiles” by editing some works, which had been exhibited before, at the “Maison de la Culture du Japon à Paris (The Japan Cultural Institute in Paris)” (Paris) in France from October 2 (Tue) to 20 (Sat), 2012.

## Linking Up with a Sash. Support Activities of Shiseido Running Club

Oomagari Elementary School, which is located near the sea in Higashi-Matsushima in Miyagi Prefecture, was struck by the tsunami that hit the building at a height of 1.7 meters so that physical education classes could not be conducted for a while even after the debris was removed.

During this time, the Shiseido Running Club organized a jogging class, having received a letter that was sent to Shiseido from a teacher after the earthquake disaster. Athletes who had participated in the All-Japan Women's Corporate Ekiden Championship, which was held on the day before the event in Miyagi Prefecture, ran around the playground and worked up a sweat together with all of 359 school children, who were wearing pink gloves that were a gift from Shiseido.

In a program activity that enabled the children to get a sense of the actual running speed of athletes, some children were trying hard to follow them. Everyone was keen on passing a sash to the next person during the practice session. Many questions were also raised during the Q&A session such as, "How can I run faster?" and "Didn't you ever get tired of practicing?" The children raised their small pink hands all at once as an athlete asked a final question: "Raise your hands if you want to become an Ekiden athlete!"

On this day, laughing voices, cheering and applause were continuously heard from the school playground and smiling faces were everywhere, with everyone connected by a single sash.



## Others

### Charity Event Support

During the three-day period from April 29 to May 1, Artist's Action for Japan - the Great East Japan Earthquake Charity Drawing Project was held at Word Shiseido (9th floor, Tokyo Ginza Shiseido Building). This project was launched by members, mainly young students who aspire to become artists or performers, as a means of supporting recovery from the Great East Japan Earthquake. Artists who applied to take part gathered during the event period, drew pictures on site and sold them at the venue. A total of 549 people visited over the course of three days and the proceeds of approximately ¥600,000 were donated to the disaster-affected areas via the Japanese Red Cross.

### Students Volunteer Support

Shiseido is providing assistance to non-profit organizations promoting volunteer activities in disaster-affected areas. In line with the summer holiday period when student volunteers typically increase in number, we provided Anessa sunscreen products to three volunteer organizations carrying out activities on site. The Company also distributed long sleeve original T-shirts for volunteers to wear during activities, thereby supporting volunteer activities during the summer.



### Extension of Social Studies Day

Shiseido has a human resources program in place called Social Studies Day. Under this program, employees in Japan are allowed to take up to three days per year to conduct social activities as normal work. In the wake of the earthquake disaster, the Company decided to extend the number of days for this program from the usual 3 days to up to 7 days, thereby supporting employees' participation as volunteers in disaster-affected areas.

## Shiseido Aid Initiatives in the Wake of the Great East Japan Earthquake, in 2012

Shiseido Co., Ltd. extends its heartfelt sympathies and deepest condolences to the people affected by the Great East Japan Earthquake.

The Shiseido Group has been implementing various support including Beauty Support activities.

In 2012, Shiseido is providing activities mainly on the following initiatives that can be useful at moment.

### **BALLOONS OF COLORFUL HOPES**

Shiseido's hair makeup artists and creators in the Advertising Creation department have set up this exhibition, introducing many paintings and compositions coming from children in Fukushima.

Upholding the title of "BALLOONS OF COLORFUL HOPES", Shiseido is proactively contributing to such activities, expecting to convey the hopes and dreams of those children to nationwide Japan just like inflated balloons flying up in the sky.

The event was held in Iwaki Business Innovation Center from 21th to 25th December, 2012.

~The exhibition was held under the auspices of Shiseido and Mainichi Daily News, both of which marked the 140th anniversary since their foundation~



Website to BALLOONS OF COLORFUL HOPES





## Shiseido Beauty Support activities in Japan Women's Conference in Sendai 2012

Shiseido introduced its aid activities which were provided in disaster affected Northeast Japan, in "Japan Women's Conference in Sendai 2012" \* held at Sendai International Center from 26th Fri to 27th Sat, October 2012.

In the venue, totaling 11 beauty consultants from The Tohoku Branch of Shiseido Sales Co.,Ltd. presented hand massage service performances which actually had been provided to women in evacuation shelters and temporary housing in disaster hit areas, sharing their effort to recover their everyday lives as well as experiences of dispatched employees themselves. Thus, we are happy to announce that participants in the conference were convinced that "there is the power in makeup to revitalize people's mind and heart". In addition, 4 of Shiseido's Top Beauty Specialists exhibited their totaling 18 works in 4 sections such as the entrance and main halls. They presented newly created works under the theme of "One Step Toward Tomorrow, the Power of Hope" and their photo works exhibited in a photo show held in Sendai January, 2012.

\* Japan Women's Conference has been held since 1984, as one of the biggest female annual symposiums with its venue taking turn among cities nationwide, in an effort to realize the improvement of women's status and Gender Equal Society. Agenda discussed in the Sendai conference of 2012 included the revival from the Great East Earthquake from women's perspective and the pursuit of how disaster prevention should be.



Shiseido Beauty Consultants providing hand massage services



Works exhibited by Shiseido's Top Beauty Specialists

## MIRAI-TSUBAKI Project

In MIRAI-TSUBAKI Project, Shiseido would like to express our gratitude to our customers and societies for their kind support for 140 years through our employees' participation in social contributing activities in return. Particularly, some activities in an effort to help support the Great East Japan Earthquake hit areas include "beauty support activities to those areas or those evacuated far from their home", "next generation activities to junior and senior high school students" and "activities in coastal areas under the influence of environmental conditions".



**MIRAI-TSUBAKI Project**

## Initiatives for Children

### Activities to Provide Beauty Information to the Next Generation

The number of children with skin problems such as rough skin is increasing, caused by their random use of cosmetic products at a younger age. To address this issue, Shiseido is disseminating daily beauty information for children, including face washing and UV-protection methods in an easy-to-understand manner, thereby enabling children to protect healthy skin on their own.

The initiative launched in 2009, and we have reached out to about 6000 children in total.



The scene of the Shiseido Kodomo Seminar

### Onsite Education Activities



Shiseido Kodomo Seminar is a free, onsite class given at elementary schools all over Japan. We provide prepubertal fourth- to sixth-grade students with information on skin and hygiene as well as on correct skincare methods as a lifelong habit through hands-on practice.

Knowledge about taking care of the skin, keeping the skin clean and about correct methods to protect the skin would encourage children to solve their future skin problems, such as pimples and roughness, without unduly worrying or being over self-conscious. We believe that will accordingly improve their confidence.

Two seminars

**Correct Face Washing**



Children will learn how impurities affect the skin and how to keep their skin clean.

**UV Protection**



Children will learn what damage UV rays cause to the skin and how to protect their skin against UV radiation.

## School Health Committee

We present a lecture entitled “For your healthy days – UV protection and correct facial cleansing” at the School Health Committee meetings attended by parents and teachers.



School Health Committee is a meeting organized mainly by nursing teachers of each local school. School doctors such as physicians, otolaryngologists, ophthalmologists, dentists or pharmacists give presentations on students’ health and growth status with the aim of providing information to be shared by teachers and parents.

Recognizing the seminar as a supporting tool to promote health education at elementary schools, we present lectures with some demonstrations for adults, who are close to children, on UV protection and the importance of facial cleansing, which are key contents of our Kodomo Seminar.

## Nursing Teachers’ Study Meeting



We present a lecture entitled “For your healthy days – UV protection and correct facial cleansing” at Nursing Teachers’ Study Meeting attended by nursing teachers of elementary and junior high schools.

Nursing Teachers’ Study Meeting is a study group of nursing teachers organized by each municipality. We present a lecture on UV protection and correct facial cleansing with many hands-on demonstrations aiming to broadly deliver information useful to protect children’s healthy skin.

## Website

Beauty and lifestyle information for children is available on our website, “Kirei Club for Kids.”



## **Educational Materials for Supporting Healthcare Lessons**

To support healthcare lessons, we provide free of charge visual educational materials (DVDs) and leaflets to be distributed to children.