

Diversity and Inclusion

**Empower Beauty** - Empower our people, Beauty of the society

Motivate and empower all people who make up our society.

**Shiseido Life Quality Makeup**

Shiseido Spots Cover was launched in 1956 to lessen the suffering of wartime burn victims, Shiseido has been hard at work developing makeup products and methods to cover various skin concerns for sixty years. Shiseido Life Quality Makeup supports people not only by covering up their visible skin problems, such as redness, paleness, dark spots, unevenness (scars and burn blemishes), and problems caused by cancer treatment, but also by allowing them to build confidence and courage to spend their days more positively with the power of makeup.

With our abundant resource of beauty knowledge and expertise, we continue to globally expand Shiseido Life Quality Makeup activities while raising awareness of our cosmetics business.

- KPI and results: Number of countries and regions where Shiseido Life Quality Makeup activities were carried out  
Goal: 14 countries and regions in 2021  
Results: 4 in 2018, 4 in 2017, and 4 in 2016
- KPI and results: Number of employees who participated in social contribution activities  
Goal: 2,000 employees in 2022  
Results: 757 in 2018, 1,553 in 2017, and 1,390 in 2016

**Collaboration with UN Women / Promotion of Gender Equality**

Shiseido is the first Japanese company to sign an agreement with UN Women, pledging its commitment to promoting gender equality in Japan. Since 2017, aiming to create more touchpoints with younger generations as a long-term business strategy, we have been conducting Awareness Raising Workshops on Gender Equality in 2017 and helping young people learn about common gender issues and suggest solutions for society. In 2018, Shiseido developed its own educational materials on fundamental gender issues, and conducted workshops in 33 schools nationwide; approximately 670 students participated in 2019.

Together with the generations of now, who will lead the society of tomorrow, Shiseido's efforts will continue to eliminate the gender gap and establish a society where everyone can equally achieve their potential.

- KPI and results: Number of Gender Equality Workshop participants  
Goal: 1,500 participants in 3 years (2017–2019)  
Results: 1,915 participants in total (910 in 2019, 505 in 2018, and 500 in 2017)

## **Shiseido Life Quality Beauty Seminar**



Against the backdrop of myriad social issues including an aging population and declining birthrate, aging caregivers and receivers, income inequality, and shrinking workforce, we have conducted a series of Shiseido Life Quality Beauty Seminars for various people (including job-seeking students, working professionals, senior citizens, people with disabilities, and cancer patients) as a sustainable, grassroots activity based in the idea of diverse beauty by utilizing Shiseido's strength, the "Power of Makeup." We further provide "Cosmetic Therapy Lessons" for people (including medical/care staff, volunteer staff, and citizens) who interact with elderly people, to foster practical skills and talent in the field of Cosmetic Therapy.

- KPI and results: Number of Shiseido Life Quality Beauty Seminars conducted  
Goal: 3,300 seminars in 2019\*  
Results: 4,457 in 2018, 4,705 in 2017, and 4,522 in 2016

\* Policy regarding seminars was changed in 2019

## **SPECIAL CONTENTS**

Shiseido Life Quality Beauty Center

Shiseido Social Welfare Foundation

## Shiseido Life Quality Makeup

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We at Shiseido support all persons with concerns about their appearance through makeup solutions that provide the freedom to enjoy day-to-day life.

### What is Shiseido Life Quality Makeup?

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There are those who suffer from serious skin concerns that prevent them from social participation and who need makeup to live their day-to-day lives. Changes in outward appearance due to the side effects of cancer treatment, birthmarks, vitiligo, or skin irregularities such as scars and burns can greatly affect one's quality of life. We at Shiseido believe in the power of makeup to comfort and encourage such persons, and we're hard at work developing makeup products and methods to treat their concerns. We call it: Shiseido Life Quality Makeup.

#### Active Regions

Shiseido Life Quality Makeup is expanding globally, with the aim of a society in which all persons with concerns about their appearance can live happily.

- Tokyo
- Shanghai
- Hong Kong
- Taiwan
- Singapore

### SINGAPORE: Shiseido Life Quality Beauty Center

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The first in South East Asia, the Shiseido Life Quality Beauty Center in Singapore is committed to empowering customers with more confidence through private sessions with our specialised beauty consultants. Designed for comfort, support and learning, its spacious rooms are also fitted with sofas for family and friends.



**Address:**

Shiseido Life Quality Beauty Center  
182 Cecil Street, #15-03 Frasers Tower  
Singapore 069547  
Consultations are by appointment only.  
To arrange for one, please call +65 6430 9969  
or email SLQC@shiseido.com.sg

**Social Activities**



**The Power of Makeup**

Shiseido supports the activities to realize a society where people can live life in their own way even with cancer. We look to the future where everyone, with or without cancer, can spend their days filled with joy.

[Shiseido Life Quality Beauty Center Website](#)

**Perfect Cover Foundation**

Perfect Cover Foundation developed by Shiseido covers various skin concerns including blueish, reddish, or brownish discoloration, severe skin dullness due to treatment, unevenness and vitiligo. Thanks to technical development, *Perfect Cover Foundation* is now easily available on Shiseido total beauty website "watashi+"(Japanese only).

[Click here to see Perfect Cover products](#)





## Shiseido Life Quality Beauty Center

A unique facility specialized in Shiseido's cover makeup. The Shiseido Life Quality Beauty Center also researches and develops products and offers educational makeup lessons across the region.

[Click here for the details of the facility](#)



## For Cancer Patients Booklet Supporting Appearance Care

We made a booklet to suggest makeup techniques to cover appearance changes caused by the side effects of cancer treatment. "Appearance Care Book for Cancer Patients" was published to support cancer patients who want to be themselves every day of their lives.

[Click here to download digital books\\*](#) for male and female users

\*English version is available for the for-female digital book.



## Information Service for Medical Professionals

We supply medical professionals with information on Shiseido's appearance care services so that they can introduce such services to patients who suffer from skin discoloration or eyebrow and eyelash loss caused by the side effects of cancer treatment.

## History of Our Activities

Shiseido's appearance care activities started in 1956, when there were many people who had suffered serious burns from World War II.

Shiseido Spots Cover was launched with the aspiration to do something only Shiseido can do to relieve the heartache of those people distressed by keloid scars. Then Shiseido launched Perfect Cover, a foundation that naturally covers various skin concerns including birthmarks, scars, and burn scars applying the light technology (complementary colors). It has led to our activities today. Shiseido, since its establishment, has been continuing research and information development on cosmetics aiming not only to help bring out individual consumers' beauty but also to enrich their mind.



## **For all who need it**

There are men, as well as women, who have appearance concerns saying, "I can't smile," or "I don't want to go outside for people to see me." We wish everyone, regardless of age or gender, could cover their skin concerns to spend their days just as they like.

We are extending Shiseido Life Quality Makeup activities to deliver our beauty service to people of all generations across the world who need it. Shiseido's activities will go on to inspire more people to take a step forward supported by the "power of makeup."

## Collaboration with UN Women / Promotion of Gender Equality

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### Collaboration with UN Women

Shiseido has signed an agreement with UN Women, making it the first Japanese company to commit itself to lead the promotion of gender equality in Japan.

### Joint Efforts with UN Women

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In 2017, Shiseido signed an agreement with UN Women (the United Nations Entity for Gender Equality and the Empowerment of Women) and committed itself to lead the promotion of gender equality in Japan where the gender gap is still pervasive. The present agreement was reached as both parties pursue the same cause: Shiseido actively supports women's advancement while UN Women centers its efforts on gender equality and the empowerment of women worldwide.

Going forward, Shiseido will continue to promote the UN Women's HeForShe initiative inside and outside the Company, as well as organize workshops for young people to discuss how to address gender issues, aiming to realize a society where each and every individual can make their own life choices and fulfill their potential regardless of gender.

[Related links] [Shiseido News Release](#)



### What is HeForShe?

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HeForShe is a solidarity campaign for gender equality launched by UN Women in 2014. Its aim is to encourage all people, men as well as women, around the world to take voluntary actions to achieve a gender-equal society.

We collect commitments from supporters of this campaign. The beliefs and actions of individuals play an important role in achieving gender equality. If you support the campaign, please add your commitment to HeForShe. Shiseido has started campaign for employees worldwide since 2017. 2,230 employees agree and sign this activity.

[Click here for details of HeForShe](#)



## Awareness-Raising Workshops on Gender Equality for Senior High School Students

Shiseido aims to achieve a society in which all people shine as they like through promotion of gender equality and other issues within and outside the company.

In particular, we promote "Awareness Raising Workshops on Gender Equality" for young people who will forge the future, having collaborated with UN Women since 2017 on the subject of Japanese society where gender issues persistently remain.

These workshops are programs to study familiar gender issues, discuss what we should do to live a life that is true to ourselves without being swayed by social stereotypes, and present solutions for these issues to the public.

On October 6th, 2019, we held a joint event with UN Women at the United Nations University in Tokyo, where students presented solutions to gender issues. Under the theme of "Considering SDG issues from the perspective of gender equality," 33 high schools across Japan participated in the program. On the day of the event, eight representative schools which made it through a rigorous selection process each recommended unique solutions. Participants such as commentators from government agencies, private companies, and NPOs, etc. gave encouraging comments to the students, stating, "I was very impressed with your activities. I hope you will continue to play a role as a leader in promoting gender equality." Students who participated in the workshop said, "I was able to think about gender issues from various viewpoints and was motivated to continue various activities after receiving various reviews."

Shiseido will continue to work hard to achieve a true diverse and gender-equal society together with young people who will forge the future.



Participating high school students



Presentations by high school students

### Target and result

- Target: Raising gender equality awareness for 1,500 people in 2017-2019 (As of the end of October in FY2019, reached 910 people; cumulative total 1,915 people)
- Result in FY2019: Supporting students of 33 high schools across Japan



## Shiseido Life Quality Beauty Seminar

These activities began in 1949 as a "Special Beauty Class" that taught students planning to graduate from high school how to use cosmetics properly, in order to maintain an appearance appropriate for working professionals. Ever since then for over 60 years, we have held seminars throughout the country to help maintain and improve the quality of life according to the participants' needs and objectives with the hopes of making all consumers beautiful.

Since July 2013, we have held fee-based seminars on how to maintain an appearance appropriate for an adult and on solutions to the issues of a super-aged society through the "Power of Makeup" as sustainable activities. In addition, as social contribution activities, we offer appearance maintenance classes at facilities and schools for persons with disabilities. Now we are mainly holding the following seminars throughout Japan.

| Seminar Name  | Participants   | Venue   |
|---|--|---|
| Beauty Lessons  | Job-seeking students and working professionals (new recruits, employees, executives, etc.)     | Educational institutions, companies, etc.   |
| Beauty Class for a Healthy Life *1                        | Healthy elderly and elderly in need of care  | Medical institutions, care-related facilities, local governments, etc.              |
| Cosmetic Therapy Lesson *2                                | People who have contact with the elderly (medical/care staff, volunteer staff, citizens, etc.) | Held at Shiseido offices  |
| Social Contribution Activity Appearance Maintenance Class | Persons with disabilities  | Facilities for persons with disabilities, schools for special needs education, etc. |

\*1 Cosmetic activities where Shiseido specialists visit facilities and provide group lessons.

\*2 Lessons on cosmetic therapy skills to maintain and improve mind and body functions by applying cosmetics.



Beauty Lessons



Beauty Class for a Healthy Life



Social Contribution Activity Appearance Maintenance Class

## Details of Activities

### Beauty Lessons

Upon request from schools, companies, medical providers, and local governments, etc., Shiseido Japan Co., Ltd. holds grooming seminars in business scene, and experience-based beauty seminars in local community communication events (70,000 participants in 2018).

We held a beauty seminar, “The festival for job-hunting students” (“Shukatsu-Zenyasai” in Japanese) for students who will start full-scale job-seeking activities (hereinafter referred to as job-seeking students) on Saturday, February 16, 2019, in eight cities nationwide with approximately 1,000 total participants.

At “The festival for job-hunting students” the job-seeking students were asked to practice grooming tips under the theme of “Let's learn self-producing skills” so that they can effectively express who they are and attend interviews with confidence.

In a workshop titled “Self-Presentation Makeup,”, female students got to learn exercises for skincare which help the skin look healthy with a natural glow, as well as for makeup, hair styling, and smiling tips that suit their projected image.

The theme of the workshop for male students was “Self-Producing Skills for Attractive Appearance,” and they listened to a lecture by male employees at Shiseido and other speakers, undertook skin measurement to learn about their skin, and did some skincare and base makeup exercises which help the skin look clean and radiant.

#### [Comments from participants]

##### Female students:

- I had no confidence in my makeup, but after taking this seminar, I thought I'd be able to do makeup with confidence when taking part in an internship.
- I understood that makeup can change the impression that others have of you and what kind of makeup would suit me!

##### Male students:

- It was really helpful because I now know what is the first impression people look for in you as a working adult and how old my skin is.
- The content was good because it motivated me to pursue my jobhunting activities and gave me confidence in myself in a short session.

Materials provided to participants included original make-a-wish wooden plates (which were dedicated to a shrine at a later date) and fortune-telling drawing lots with heartwarming support messages. “The festival for job-hunting students” was filled with the smiles of the job-seeking students.



Seminars for Women



Seminars for Men

We will continue to support the future success of job-seeking students and graduate employees through makeup and beauty activities.

## Initiatives for the Elderly

Upon request from medical providers, nursing homes, and local administrative governments, etc., Shiseido Japan Co., Ltd. holds "Iki-Iki (Lively) Beauty Lessons" nationwide. In 2018, a total of more than 30,000 senior citizens participated in the lessons.

In September 2018, during the "Health Fair 2018 (hosted by The Chunichi Shimbun)" in Nagoya, Aichi Prefecture, we held an "Iki-Iki (Lively) Beauty Lesson" for 30 elderly women in the region.

In this lesson, we offered useful tips for maintaining not only beauty, but also mental and physical health through exercises to move the mouth and arms. Some people started to queue as early as one hour before the start of the event. Thanks to the enthusiasm of the participants, we saw lots of smiles and felt energy during the lesson.

We also hold the "Cosmetic Therapy Program Seminar" for healthcare professionals, nursing care professionals, and the general public to nurture future "Cosmetic Therapy Program" practitioners. In 2018, a total of 1,800 participants learned the techniques of the "Cosmetic Therapy Program."

In a dental clinic in Kumamoto Prefecture, dentists and dental hygienists who are qualified "Shiseido Makeup Therapists\*" held a makeup lesson in a group home that they regularly visit. The participants enjoyed oral care through the cosmetic therapy. One dental hygienist said, "They were all so happy and they gave me lots of energy."

\* Shiseido's original qualification

We will continue to help senior citizens in living a long and healthy life through makeup and beauty.



Beauty Class for a Healthy Life



The makeup lesson by dentists and dental hygienists

## Social Contribution Activity Appearance Maintenance Class

As requested by schools for special needs education and employment support centers for people with disabilities, Shiseido Japan provides "Appearance Maintenance Classes" for people and adolescents with disabilities at nursing homes around Japan, which are attended by about 7,000 people every year.

In fiscal 2018, upon request from the Japan Federation of the Blind, we held "Makeup Seminars for Those who Cannot See or Have Difficulty Seeing" at 15 locations nationwide, with approximately 100 people participating.



Social Contribution Activity

[Comments from participants]

- All the steps were orally explained in detail, and I was also given clues for success.
- We could practice how to handle eyeshadow tips and sponges before actually using color.
- I understood how I should use my non-dominant hand to clearly draw a line within an area.

In 1984, Shiseido created beauty care materials to support people with visual disabilities, including beauty textbooks in braille, stickers in braille/India ink for identifying products, and stickers for usage reference. Since 1987, we have released the beauty information CD "Osharena Hitotoki (Stylish Moments)" four times a year and donated copies to about 80 braille libraries across the country. Since 2002, the Shiseido website has hosted "Shiseido Listeners' Café," which has voice software to explain how to use cosmetics. The website also contains the latest issue of "Osharena Hitotoki."

Shiseido helps people with disabilities learn makeup application and appearance care through these activities.

## Various Activities to Support Women's Empowerment

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### Supporting Female Researchers and Academic Research

Shiseido contributes to the development of science and dermatology through support for women who aim to be leading researchers specializing in the natural sciences and through funding in dermatology over 40 years. In addition, in the field of aesthetic dermatology, we have established the "Minami Aoyama Dermatology Skin Navi Clinic" through the Camellia Club Medical Foundation Incorporated to which Shiseido donated funds for its establishment. Its research achievements have been contributing to the development of new cosmetics and aesthetic medicine to help improve quality of life (QOL) for all individuals and have been commended by the Japanese Society of Aesthetic Dermatology.

For details, please refer to Social Data.

### Childcare Support

Shiseido not only supports our employees to realize a good balance of "work" and "childcare" but also promotes efforts to share various concerns of women in a child-raising period with the entire society.

## KODOMOLOGY— Commitment to Children and Their Working Parents Through Entrusted Operation of In-house Nurseries

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In an effort to achieve a sustainable society that makes people happy, Shiseido started its childcare services with establishment of KODOMOLOGY Co., Ltd. in 2017. KODOMOLOGY's main business is operation of in-house nurseries at corporate operation sites.

We plan to utilize our learnings from promoting women's empowerment as well as knowledge accrued through our longtime cosmetics business activities, and collaborate with diverse outside partners to enhance social value of childcare and to create a new child-raising culture for the future. Also, we aim to cooperate with our stakeholders in effort to create a better working environment both in companies and in our society.



## Kangaroom Shiodome / Kakegawa, a Nursery School Operated by Shiseido

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Shiseido opened Kangaroom Shiodome in September 2003 and Kakegawa in November 2017, as part of its initiatives to help Shiseido Group employees raising children balance the demands of work and childcare. The facility also accepts a certain number of children of employees of other companies, which are supporting the concept of "improving the child-rearing environment through cooperation with other companies." Kangaroom has made a significant contribution to transforming employees' awareness of how they work and realizing a work-life balance. The facility has been well received by people utilizing



its childcare services for reasons such as enabling parents to return to work with complete peace of mind after the birth of a child and feel secure in the knowledge that their children are nearby, as well as allowing them to effectively make use of their time since they don't need to allot time to travel to a separate facility to pick up their children.

[Click here for Overview of Work/Childcare and Nursing Care Program](#)

## **Shiseido Running Club**

Shiseido Running Club promotes activities based on the slogan of "strong, quick and beautiful." By supporting female athletes, the club encourages health and beauty that are unique to Shiseido in three respects: mind, performance and body. The club thereby nurtures not only the "strength to win over yourself" and "ability and technique to run faster" but also the "spirit of hospitality." In addition to developing athletes who are affiliated with the club, we will also promote tips on running externally, lectures and participation in local running events in order to contribute to society. In doing so, we will spread the joy of running and better health among runners in general, ranging from children to elderly people.

## Support for Patients with Xeroderma Pigmentosum (XP), a UV-Sensitive Intractable Disease

### Support outline

Shiseido donates sunscreen products and seminars conducted by our researchers and beauty consultants on how to use sunscreen products in order to support patients with xeroderma pigmentosum (hereinafter "XP"), a UV-sensitive intractable disease, who cannot be exposed to sunlight. Our employee-based activities include financial aid for holding patient exchange meetings using donations accumulated in a fund, which are withdrawn from employees' salaries (Shiseido Camellia Fund), and sending volunteer staff to support the patient exchange meetings. By providing high-quality sunscreen products and teaching beauty methods for how to use those products, we help XP patients to enjoy outdoor activities without worrying about UV rays.



### Purpose

We advocate Empower Beauty (Activities to motivate and empower people) as one of our materiality issues, which includes "Improvement of consumers' quality of life (QOL\*)." We believe that protecting people's health through our products in the face of environmental changes is an important social contribution of our core business. We have a long history of research into sunscreen products that protect skin from UV rays, as well as insights into effective sunscreen usage, and sell a broad range of high-quality sunscreen products. Support for UV-sensitive patients suffering from an intractable disease is an activity that can contribute to the resolution of social issues by taking advantage of our strengths.

\* QOL: An acronym for Quality of Life

### About xeroderma pigmentosum (XP)

XP is an intractable disease that causes a severe sunburn reaction, such as redness and swelling of areas exposed to UV rays. Patients with this disease are more prone to skin cancer than the general public. There are multiple types of XP, and the symptoms and severity vary. Since the ability to repair DNA damage caused by UV rays is deficient among XP patients, exposure to intense UV rays may prompt progression of nerve-related symptoms (walking difficulties, hearing loss, and intellectual disability). As the fundamental treatment has not yet been established, a proper light shield (i.e., blocking UV rays) is the only viable countermeasure. When patients go outdoors, they have to wear sunscreen and UV protective clothing. Even indoors, they need to shield the light by attaching UV-blocking plastic film to windows and light bulbs. The number of patients in Japan is estimated to be 500.

## Support results

| Item   | Description  | 2018 Results   |
|--|--|--|
| Donation of sunscreen products   | We provided Shiseido Group's various sunscreen products (ANESSA, 2e, SUMMEDIC, Avene, etc.) to the Japanese National Network of Xeroderma Pigmentosum (XP)*.   | 1,821 items, 22 types of sunscreen products donated to 92 XP patients  |
| Donations by employees   | We make good use of donations by employees (Shiseido Camellia Fund) to support patient exchange meetings and purchase UV protective clothing.  | 2,164,977 yen  |
| Number of employees involved in support of activities of the Japanese National Network of Xeroderma Pigmentosum (XP) | (1) Seminar on usage of sunscreen products: Our research staff and beauty consultants provide patients and their families with the latest information on sunscreen products, as well as practical training and individual consultation on how to apply and remove sunscreen products correctly.<br><br>(2) Support for patient meetings: Our employees act as child care volunteers during exchange meetings which are held to establish a network between patients. | 18 employees   |
| Number of XP enlightenment leaflets distributed  | In order to raise awareness of XP, an intractable disease, we support the creation and distribution of patient group leaflets.   | <ul style="list-style-type: none"> <li>• Approx. 120 patient group leaflets distributed</li> <li>• 400 copies of 3rd XP national convention report produced</li> </ul> |
| Other Focus topics   | In February 2019, we won the Corporate Philanthropy Award from the Japan Philanthropic Association in recognition of our social contribution activities that utilize our management resources organically and sustainably to resolve social issues.  |  |

\* Japanese National Network of Xeroderma Pigmentosum (XP) : A network consisting of three XP patients groups in Japan (Osaka, Kobe, and Tokyo). We are working to achieve more fulfilling daily lives for XP patients and their families.

## Words from patients and their families

We received a thank-you note from the families of XP patients: "Throughout the year, sunscreen products are indispensable in protecting the sensitive skin of children with XP from UV rays and the onset of skin cancer. Thank you very much for letting us use your products with peace of mind. We appreciate your heartfelt support, which helps us cherish our lives with our children."