

Social Contribution Activities

The Shiseido Group established Protect Beauty, Empower Beauty, and Inspire Beauty as the core areas of its corporate sustainability initiatives in 2019. We aim to achieve sustainable development together with society and the earth, and we will contribute to society through activities related to our core areas of sustainability and solutions that address local issues through our corporate strengths.

Guidelines for Social Contribution Activities

The Shiseido Group aims to achieve sustainable development together with society and the earth. In accordance with the Shiseido Group Standards of Business Conduct and Ethics, we will contribute to the realization of a sustainable society through our efforts to resolve social issues and leveraging our business practices, as well as through activities that address issues of each local community, to gain support from various stakeholders across the world for years to come.

Shiseido Group Standards of Business Conduct and Ethics "With Society and the Earth"

We engage in a broad dialogue with society and strive to cooperate in solving social challenges.

- (1) We strive to meet the expectations of global society through various activities, such as using the power of cosmetics to lift people's spirits and improve their quality of life, furthering the advancement of women, promoting the arts and culture, and conducting environmental activities.
- (2) We work to deepen our interaction with communities where our affiliates are located and contribute to their development, thereby fulfilling our responsibility as a good corporate citizen.

For details, please refer to "Shiseido Group Standards of Business Conduct and Ethics"

Core Areas of Social Contribution Activities

We established six core areas in accordance with the Shiseido Group Standards of Business Conduct and Ethics and our corporate materiality issues. In addition to three areas (key issues) of Protect Beauty (environment), Empower Beauty (cosmetics, beauty, and support for women), and Inspire Beauty (art and culture), we are also engaged in Community and Disaster Support, Academic Support, and Activities for Children, in response to the needs of the local community.

Highlights of our Social Contribution Activities Results

2018 Results

Number of social contribution activities (Number of activities)

Target	2018
All Shiseido Group	408

Number of participating employees (Cumulative number)

Target	2018
All Shiseido Group	10,040

Spending on social contribution activities (Unit: 1 million yen)

Target	2018		
Shiseido Company, Limited	Spending on donations		* 203
	Breakdown	Donations made in cash	* 203
		Donations made by product offerings	* 0
Shiseido Group in Japan a)	Spending on donations		* 210
	Breakdown	Donations made in cash	* 210
		Donations made by product offerings	* 1
Shiseido Group outside Japan b)	Spending on donations		114
	Breakdown	Donations made in cash	101
		Donations made by product offerings	12

a) Shiseido Group (Japan): Shiseido Company, Limited and 20 domestic affiliated companies subject to consolidation (as of December 31, 2018)

b) Shiseido Group (Overseas): 58 overseas affiliated companies subject to consolidation (as of December 31, 2018)

Data marked with * has been third-party certified.

For details, please refer to Social Data.

Initiatives

Here is an outline of the six core areas of our social contribution activities. Please follow the link below for details.

1. Protect Beauty (Environment)

We manufacture our products from many plant-derived raw materials by making use of the bounty of the Earth, and we strive to raise employee awareness through environmental greening and environmental education.

- Camellia Planting and Conservation Volunteer Activities in the Goto Islands, Nagasaki Prefecture
- Shiseido Thailand Co., Ltd. Volunteers Plant Mangrove Trees in Thailand
- Cleaning Activities at the Shiseido Osaka Factory
The Shiseido Osaka Factory continues its monthly activity of cleaning the riverbed of the Kanzaki River, which flows next to the factory.
2018 results
Total number of activities: 8
Total number of participating employees: 232
Amount of waste collected: 49 kg

2. Empower Beauty (Cosmetics, beauty, and support for women)

Making the most of our beauty technology and know-how to support job opportunities for women, we aim to raise awareness of the cosmetics business and realize a better society for everyone.

- Shiseido Life Quality Makeup
- Shiseido Life Quality Beauty Seminar
- Awareness-Raising Activities on Gender Equality
- Support for Patients with Xeroderma Pigmentosum (XP), a UV-Sensitive Intractable Disease
- Shiseido Female Researcher Science Grant
- Shiseido Social Welfare Foundation

3. Inspire Beauty (Art and culture)

Making the most of our high-quality artisanship skills and know-how accumulated over more than 100 years, we support contemporary art and experimental expression activities.

- "art egg" artist support
- Art and culture (co-sponsorship) activities
- Other
We have co-sponsored various art exhibitions including "Foujita in the 1940s: Tributes" at the University Art Museum, Tokyo University of the Arts, and "YASUMASA MORIMURA: EGO OBSCURA," a private exhibition of Yasumasa Morimura works at the Japan Society Gallery in New York.

4. Community and Disaster Support

Insight into society and self-growth through relationships with society will lead to the growth of our employees and eventually, the growth of our company.

- Social contribution activities by region and facility
- The Social Contribution Club, a social contribution approach funded by our employees
- Disaster support activities
- Aid Initiatives in the Wake of the Great East Japan Earthquake

5. Academic Support

We actively provide support (research support) for cutting-edge studies which will lead to the development of next-generation science engineers and improvement of our corporate research competency.

- Shiseido Female Researcher Science Grant to support leading female scientists
- JSID's Fellowship Shiseido Research Grant to support advanced dermatological research and development initiatives
- Japanese Dermatological Association Basic Medical Science Research Fund (Donation by Shiseido) supporting basic medical research in dermatology

6. Activities for Children

We carry out activities to give opportunities to children so that they can gain the right knowledge through various experiences.

- Initiatives for children including enlightenment activities to raise awareness of sunscreen care
- Participation of 3 Shiseido factories in Japan in the Youngsters' Science Festival National Convention.
On July 28 and 29, 2018, our three domestic factories (Kuki Factory, Kakegawa Factory, and Osaka Factory) jointly exhibited the "Create Your Own Lip Color" experience booth at the Youngsters' Science Festival National Convention held at the Science Museum. The purpose of the exhibition is to give children an opportunity to experience the fun of science and technology through hands-on experiments and crafting.
2018 results
Number of participating employees: 13
Number of booth visitors: Approx. 200

Shiseido Social Welfare Foundation

Social Contribution Activities by Region and Facility

Insight into society and self-growth through relationships with society will lead to the growth of our employees and eventually, the growth of our company.

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.



Social Contribution Club

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.

* Social Studies Days: 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. 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. Also, they hold a review meeting every year to assess support contents of each organization and select new organizations to support. For details, please refer to Social Data.

Donations for Disaster-affected Areas

We donated to disaster-affected areas around the world. The combined goodwill of each of our employees and company friends has a tremendous impact.

For details, please refer to Social Data.

Organizations and activities supported by the Camellia Fund in FY2019

Areas	Supported organizations	Support activities of the Camellia Fund
Women/Child	All Japan WOMEN'S SHEL- TER NETWORK	 Supporting the enrollment of children who have escaped domestic violence.
	Save the Children Japan	 Support for securing food and nutrients for mothers and children in the northern mountains of Vietnam.
	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 WEL- FARE 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 CONSERVA- TION 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	 Supporting cancer patients, families, and those with cancer experience.

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

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. 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).

■ 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.

Disaster Support Activities

Volunteer Employees Present Donations for the Victims of the Kumamoto 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

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. For details on our past social contribution activities, please refer to CSR/Environmental Reports (Back Issues).

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.



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.

*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 & Makeup Show”



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 "TSUBAKI 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.

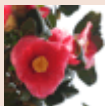
Students are passing down the responsibility to grow the camellias with care while communicating the possibility that these trees may become a seed for a new industry for Ofunato someday.



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

Activities for Children

We carry out activities to give opportunities to children so that they can gain the right knowledge through various experiences.

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.

For details, please refer to Social Data.



The scene of the Shiseido Kodomo Seminar

Onsite Education Activities



Shiseido Kodomo Seminar

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.

Onsite Education Activities



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.