

SUSTAINABILITY

REALIZING A BETTER WORLD THROUGH SOCIAL VALUE CREATION.



Since our company's founding in 1872, we have demonstrated our respect for society, the environment and nature. Shiseido's approach has been to create social value across our business activities, and now with our corporate mission, BEAUTY INNOVATIONS FOR A BETTER WORLD, we aim to solve social issues through an approach unique to a beauty company, while working towards greater sustainability, and enriching people's lives.



Environment

Striving for the ideal of a global environment that supports lives of vibrancy.

1. Reducing Our Environmental Footprint
2. Developing Sustainable Products
3. Promoting Sustainable and Responsible Procurement



Society

Advancing a society that embraces diversity through respect, and supports lives of beauty.

1. Advancing Gender Equality
2. Empowering People through the Power of Beauty
3. Promoting Respect for Human Rights



Culture

Using our heritage to create new value and enrich culture.

1. Drawing on Our Heritage and Culture to Imagine a Better Future
2. Inspiring the World with Our Sense of Beauty

Governance

Striving to maintain and improve transparency, fairness and agility of management, while maximizing corporate value over the medium to long term, for all stakeholders.