

Social Contribution Activities

Shiseido will contribute to society through activities related to our core areas of sustainability and solutions leveraging our corporate strengths to address local issues. We aim to achieve sustainable development together with society and the earth.

Guidelines for Social Contribution Activities

In accordance with the "Shiseido Code of Conduct and Ethics", Shiseido will contribute to the realization of a sustainable world through our efforts to resolve social and environmental issues to which we can leverage our business, as well as through engaging in activities that respond to the challenges of each local community, to gain support from various stakeholders around the world for years to come.

"Shiseido Code of Conduct and Ethics"*Excerpts

With Society and the Earth

Contribution to society

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 beauty to lift people's spirits and improve their quality of life, promoting gender equality in the workplace and in society, promoting the arts and culture, and implementing environmental initiatives.
2. We aim 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.

Core Areas of Social Contribution Activities

In line with the Shiseido Code of Conduct and Ethics and corporate materiality, Shiseido has defined core areas of social contribution activities in "society" and the "environment". In particular, in the area of "society", Shiseido promotes initiatives on "empowerment through the power of beauty to improve the quality of life (QOL) of people" and "advancement of diversity, including gender equality", with employee participation and leveraging Shiseido's human resources and technologies. In addition, as part of our efforts to support local communities and disaster relief, we will fulfill our responsibilities as a corporate citizen by working with employees to respond to issues faced locally, particularly in areas where our business sites are located.

System and Governance

Key operations related to social contribution activities are promoted and results compiled by the departments in charge at the Global Headquarters (Sustainability Strategy Acceleration Department, D&I Strategy Acceleration Department and People Division) in collaboration with relevant departments, brands, and Regional Headquarters. In addition, sustainability promotion officers whose promotional responsibilities include social contribution are also appointed at the Regional Headquarters overseas, and the Global Headquarters and Regional Headquarters work together to promote and manage activities in each country and region.

For more details, please refer to Social Data.

For details on our system for promoting sustainability including social contributions, please refer to "A System for Promoting Sustainability"

Initiatives for Social Contribution Activities

In 2021, due to the continued impact of COVID-19, we strengthened our online social contribution activities in addition to cosmetics donations and monetary donations. Employees around the world participated in various activities tailored to the needs of their local communities across the fields of "society" and the "environment".

For more details, please refer to the respective links.

1. Society

Shiseido aims to realize a better society for all by utilizing Shiseido's beauty technology and know-how to support women's advancement through our cosmetics business.

- We empower people with the power of beauty, aiming to create a society in which people can live each day with a sense of purpose.

Shiseido Life Quality Makeup: Supporting People with Serious Skin Concerns

Supporting People Living with Cancer

Supporting Older People and People with Disabilities

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

Initiatives for Children including Activities to Raise Awareness of Sunscreen Care

"JSID Fellowship Shiseido Research Grant" to Support Advanced Dermatological Research and Development Initiatives
(Japanese Only)

"Japanese Dermatological Association Basic Medical Science Research Fund (Donation by Shiseido)" Supporting Basic
Medical Research in Dermatology(Japanese Only)

- Aiming to close the gender gap, we lead the way in supporting women's activities in Japan.

Resolving the Gender Gap and Empowering Women in Japan

Shiseido Female Researcher Science Grant

- Shiseido aims to create a society in which everyone can play an active role by educating and supporting people in socially disadvantaged situations.

Clé de Peau Beauté: Supporting Education for Girls

Shiseido Travel Retail: Supporting Marginalized Women and Girls in Cambodia

Social Support for Children in Need through the Shiseido Child Foundation

2. Environment

Shiseido produces products from natural resources including many plant-derived ingredients. As part of our efforts to reduce our environmental impact and to promote the sustainable use of resources, we are making efforts to raise employee awareness through environmental greening, ocean protection, and environmental education at our brands, countries, and regions.

Activities to Protect the Ocean "SHISEIDO BLUE PROJECT"

Honeybee Protection in Production Sites in France

3. Community, Disaster and Various Support

We believe the growth of employees, in turn, will lead to the growth of the company, as employees enhance themselves through their involvement with society. Shiseido will deepen interactions with local communities and work to solve local issues.

Employee's Social Contribution Activities

Disaster Relief Activities

Shiseido's Initiatives in the Fight Against COVID-19

Employee's Social Contribution Activities

Shiseido aims to realize a sustainable world where everyone can experience happiness through the power of beauty. We believe it is important for each employee to think about social and environmental issues and consider ways in which we can address them. Based on our sustainability strategies, we encourage employees to participate in voluntary social contribution activities across the fields of society and the environment. In Japan, EMEA, Americas, Asia Pacific and Travel Retail, schemes have been established to allow employees to take part in social contribution activities during working hours.

Social contribution activities by employees around the world

In 2021, due to the continued impact of COVID-19, we strengthened our online social contribution activities. Employees around the world participated in various activities tailored to the needs of their local communities. Activities included those that only Shiseido can offer through cosmetics, such as virtual hair and makeup lessons.

Every year since 2017, Shiseido has hosted "Shiseido Camellia Day" in EMEA — a day dedicated to employee social contributions. In 2021, we expanded this initiative to all regions. For the inaugural "Shiseido Camellia Day" in Asia Pacific and Travel Retail, employees supported non-profit organizations (NPOs) through a virtual "ideathon" — a brainstorming session focused on generating ideas and possible solutions for the challenges faced by the NPOs. Other activities held around the world in 2021 included online seminars to raise awareness on gender equality and education for girls, and campaigns to promote the use of reusable water bottles and the collection and upcycling of used cosmetic containers. In-person activities were also held, including riverbank cleaning, beach cleaning and tree planting — all implemented under strict regulations to protect our employees and help stop the spread of COVID-19.

In Shiseido Americas, employees participated in social contribution programs throughout the year under "THE BEAUTY OF HELPING OTHERS" initiative. Programs included those supporting environmental conservation and the beautification of urban green spaces, supporting children in underserved communities, and building meaningful human connections with isolated populations such as the elderly. Additionally, employees participated in programs to promote Diversity, Equity, and Inclusion, celebrating culture and heritage through educational opportunities during key moments like Black History Month, Juneteenth, and Hispanic Heritage Month. Employees also provided support and representation for gender equality during Women's History Month and Pride Month.

Photos from "Shiseido Camellia day"



Shiseido employees in EMEA participate in a voluntary green maintenance activity



Shiseido employees in Japan share photos of their reusable water bottles as part of the "My Bottle, My Friend" campaign











Shiseido Americas employees participate in a beach cleaning activity

Global Expansion of the "Shiseido Camellia Fund"

The "Shiseido Camellia Fund" is backed by charitable contributions from current and retired Shiseido Group employees. It supports NPOs working to solve social issues. The "Shiseido Camellia Fund" began in Japan in 2005 and expanded to EMEA, Americas, Asia Pacific and Travel Retail in 2020. It supports initiatives tailored to the needs of each region across the fields of society and the environment. This includes initiatives in the areas of women's empowerment, children's education, environmental conservation, and disaster relief. For details on donation, please refer to Social Data.

Organizations and Activities Supported by the "Shiseido Camellia Fund" in Japan in FY 2022

Areas	Supported organizations	Support activities of the Camellia Fund
Environment	WWF Japan 	To foster producers of Indonesia's sustainable certified palm oil to protect the global environment
Society	All Japan Women's Shelter Network 	To support the schooling of children who have escaped domestic violence with their mother
	JOICFP 	To support in developing health facilities and provide childbirth kits to help mothers in Zambia give birth safely
	Save the Children Japan 	To secure food through agricultural guidance and health/nutrition care services for mothers and children facing serious malnutrition in Western Uganda
	Shiseido Child Foundation 	To help receive higher education for children raised in children's homes or foster parents who have to start living independently at the age of 18
	Japanese National Network of Xeroderma Pigmentosum (XP) 	To raise awareness on XP, and to purchase UV protection products and medical care products for children with the intractable disease XP
	Japan Cancer Society 	To support cancer patients and their families through free cancer consultations, charity activities and support for cancer survivors
Culture	Arts Initiative Tokyo 	Create artistic experiences to nourish the heart and nurture self-esteem through the power of art for children and young people who, due to disabilities or other factors in their upbringing, have limited opportunities to experience art or express themselves freely

Initiatives in the fight against COVID-19

In order to protect the safety of our stakeholders around the world against COVID-19, Shiseido was quick to establish the COVID-19 Emergency Task Force in early February 2020 and shared the safety guidelines across all regions. In addition, task force teams were set up at each regional headquarters to respond quickly to assist employees in working safely.

Disaster Relief Activities

Companies exist with society and live within society. It is our desire for the company to play its part as a member of society when society is in difficult times. Reconstruction of the areas that have suffered unprecedented damage will be a long road. We are committed to supporting the people affected by the disaster to become self-reliant by making the most of our resources including people, goods, information, technology, and culture.

Disaster Relief Funds

Donations from current and retired Shiseido Group employees are donated to disaster-affected areas as disaster relief funds for natural disasters that have occurred around the world. The combined goodwill of each of our employees and corporate alumni is a great source of strength.

For details on donation, please refer to Social Data.

Efforts in Response to the Great East Japan Earthquake

Supporting Post-Disaster Recovery through Camellia

Shiseido has always had a strong connection with the camellia flower. It is also the city flower of Ofunato and Rikuzentakata City in the Kesen area of Iwate Prefecture. Since the 2011 disaster, Shiseido has been taking actions to support the recovery of the town with the people of the city through continuous discussions. In the process, we learned that until a few decades ago, households in the Kesen area pressed oil from camellia nuts and used it for food and hair care and that the city wanted to make camellia a new industry for the city. We also learned that in Ofunato, the camellia was a staple of tourism even before the earthquake. Through this connection we made through the camellia flower, Shiseido has been conducting camellia tree-planting activities in Ofunato City every year since 2012 so that the camellia cherished by the town can become a new industry and be used as a tourism resource. 10 years after the 2011 disaster, a total of 889 camellia seedlings and mature trees, including those provided by Shiseido and the town of Shin-Kamigoto in Nagasaki Prefecture, were planted together with the people of Ofunato City.



Hosting In-house Events to Support Post-Disaster Recovery

From 2011 to 2020, Shiseido hosted an in-house market to sell local products from the Sanriku area as part of our efforts to support post-disaster recovery of the Sanriku area, a region Shiseido had been supporting after the Great East Japan Earthquake.

<Objectives of the market>

For Region	Improvement of the recognition of the Kesen area Development of new sales channels
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For Employees

Opportunity to PR the activity to gain sympathy
Opportunity for employees to take part in supporting post-disaster recovery efforts



In 2020, due to the impact of COVID-19, in-house market to sell local products from the Sanriku area that had been held at Shiseido's Shiodome headquarters in previous years was switched to an online "Virtual Market" so that employees from all over Japan could also participate, even those outside the headquarters. A wide variety of local products from disaster-affected areas were made available online, and many employees participated in the event. As a new form of support, members of the fishery industry joined the "Virtual Market", which brought smiles to the faces of all employees and their families.



Key Initiatives to Date

1. Activities with Hopes of Industrialization

● 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 donated 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

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. To support this activity, Shiseido donated 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.



● Hosting a Camellia Tree-planting with Hopes of Industrialization Event 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.



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 Relaxing Night Mist

● 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.



● "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



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."



● 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.



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".



Shiseido's initiatives in the fight against COVID-19



The spread of COVID-19 is an urgent issue that all humans should work together to tackle.

In addition to individual efforts to prevent infection in our daily lives and supporting medical professionals, we ask: what can we do to help the world in this difficult predicament?

Our Group companies are focusing on local communities, considering measures by making use of our knowledge, technologies, and facilities as we continuously conduct various initiatives.

Initiatives in each country and region

2021

Japan

- "Shiseido Hand in Hand Project" Launched



Shiseido strives to support medical professionals by providing information useful to the public about hand hygiene and hand care and by conducting initiatives for infection control in cooperation with our business partners and customers.

We affirm that all profits obtained from the hand soaps, sanitizers, and hand creams we sell throughout the course of the project will be donated to medical professionals working on the front lines.

This project was completed on June 30, 2021. On July 26, 2021, a total of 503,771,457 yen was donated to the Japanese Nursing Association.

Asia Pacific

- SHISEIDO *Ultimune* Donated



Shiseido Asia Pacific, Shiseido Travel Retail, and Shiseido Singapore which have agreed to the basic concept of "SG Cares Giving Week," donated SHISEIDO *Ultimune* products to more than 4,500 medical professionals in 13 regional medical facilities.

- A Portion of Sales Donated



Shiseido donated a portion of its sales to CARE Philippines.

EMEA

- Developed Sensory Rehabilitation Initiative



Shiseido EMEA has developed a new olfactory rehabilitation initiative to recover from temporary anosmia (loss of smell). The module was created to support fellow employees affected by the pandemic and regain this essential sense.

2020

Japan

- Producing Hand Sanitizer (Designated Quasi Drug) at Four Factories in Japan



Shiseido has uniquely developed a new hand sanitizer (designated quasi drug) with special attention to sensitive and raw hands, and started production at four factories in Japan from April 2020. The company distributes a total monthly quantity of 200,000 bottles (approximately 100,000 liters) mainly to medical institutes and facilities in Japan.

*Shiseido have disclosed information on the formula for this hand sanitizer, approved by the Ministry of Health, Labour and Welfare in Japan, for other companies to use in their production as well.

- Donating Hand Sanitizer to Japan Medical Association



Shiseido has donated 200,000 bottles of hand sanitizer (designated quasi drug) produced in Japan to the Japan Medical Association. These will be delivered to medical institutions through the association.

■ Providing Skincare Cosmetics to Medical Professionals



Shiseido has provided its skincare cosmetics free of charge to medical professionals through the Japan Medical Association to express its sincere respect and appreciation, in the hope that these products help alleviate stress.

■ Brand SHISEIDO Responds to United Nations' Global Call for Creative Solutions



Global prestige brand SHISEIDO creates and distributes digital content to connect people and share kindness without physical contact as a preventive measure against the spread of COVID-19.

■ Releasing "Now is the Time to Cherish Little Things in Everyday Life"



Shiseido provides information about beauty, health, and everyday life on its website with the aim to help people care for their own bodies and lead beautiful lives today and tomorrow.

Asia Pacific

■ The "Relay of Love" Project



Shiseido has supported those struggling during the COVID-19 pandemic, as well as medical professionals, and will conduct charity events in seven cities in China to uplift customers with the power of cosmetics.

■ Donating Masks and Shiseido Products in Indonesia



Shiseido has donated 90,000 masks to NPOs and 3,000 sets of "SENKA Perfect Aqua Rich Mask" to medical institutions in Indonesia.

■ 100 Million Won Donation in Korea

Shiseido has donated 100 million won to relief funds for infected patients in South Korea.



■ Donating Skincare Products to Medical Institutions in Singapore



Shiseido has donated 200 sets of skincare products to medical institutions in Singapore.

■ Donating Skincare Products to Medical Institutions in Taiwan



Shiseido has donated cleaning, skin-care and haircare products to help the front-line medical workers of Taiwan University Hospital.

■ Donating Face Shields in Thailand



Shiseido has donated 3,000 sets of face shields to medical institutions in Thailand.

Americas

■ Producing Sanitizers at US Factory



At its East Windsor, New Jersey factory, Shiseido Americas produced and donated 120,000+ units of hand sanitizer to more than 75 hospitals and non-profit organizations, helping address a shortage of sanitizer at these facilities.

■ Drunk Elephant Donates Care Packages to Hospitals



Drunk Elephant donated care packages with skincare products to 4,300+ essential healthcare workers treating COVID-19 patients at 50 hospitals throughout the United States.

■ NARS Donates Care Package to Hospitals



NARS partnered with Donate Beauty, a platform facilitating beauty donations, to thank those on the frontlines of COVID-19. 6,000 U.S. healthcare workers across 44 hospitals received a care package including NARSskin and Afterglow Lip Balm to help hydrate and comfort skin irritated by PPE.

EMEA

■ Producing More Than 350,000 Sanitizers at French Factories



In order to compensate for the shortage of sanitizers at hospitals and elderly care facilities, Shiseido has produced more than 375,000 units of sanitizers at its two French factories located in the Cosmetic Valley.

■ One Million Euro Donation to Red Cross



Shiseido has donated one million euro to the Red Cross which was split between the five arms of the organization in France, Italy, Spain, Germany, and the UK.

Activities for Children

We carry out activities to provide children with the opportunities to gain appropriate and diverse knowledge and experiences.

Activities to Provide Beauty Information to Children The number of children with skin problems such as rough skin is increasing due to random use of cosmetic products at a younger age. To address this issue, Shiseido disseminates 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.



Shiseido Kodomo Seminar

Onsite Education Activities

Shiseido Kodomo Seminar

Shiseido Kodomo Seminar is a free, on-site class held at elementary schools in Japan. We provide pre-adolescent students from the fourth to sixth grades with information on skin and hygiene as well as correct skincare methods through hands-on practice.

Knowledge such as how to take care of one's skin, keep skin clean, and correct methods to protect the skin encourage children to solve their future skin problems, such as pimples and roughness, without undue worry or being overly self-conscious. We believe such preparations improve their confidence accordingly.

The initiative launched in 2009 has reached approximately 10,200 children in total.

For details, please refer to Social Data.



Two seminars

Website

Beauty and lifestyle information for children is available on our website, "Kirei Club for Kids". (Japanese language only)



School Health Committee

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

The School Health Committee is organized mainly by nursing teachers at 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 and demonstrations for adults who work closely with children on UV protection and the importance of facial cleansing, which are key contents of our Kodomo Seminar.



Nursing Teachers' Study Meeting

Educational Materials for Supporting Healthcare Lessons

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

