

Customer Satisfaction and Product Safety



Shiseido is working to manufacture safe, reliable products and disseminate information with the aim of being consumer-oriented.

Promotion of Safe and Reliable Manufacturing

Shiseido's research and production activities to ensure consumers use our products with peace of mind

Universal Design and Ethical Advertising/Marketing

We are working on developing products that can be used safely and comfortably by all consumers.

Information for Consumers

We ensure that the information and websites we offer reflect consumers' feelings and meet their needs.

Promotion of Safe and Reliable Manufacturing

Providing Safe and Reliable Products

Shiseido conducts research, development and production activities to ensure the safe consumption of our products by consumers. Based on the belief that it is important to understand the skin correctly, Shiseido conducts research on the skin by incorporating cutting-edge technologies in all fields related to cosmetics (life science, dermatology, interface science, ergonomics, psychology, etc.) and through joint research with dermatologists, universities and research institutions in Japan and overseas. Additionally, we create new beauty experiences by integrating digital devices and information science with a holistic approach that takes into account the entire human body.

The products developed from these avenues of research are evaluated for safety, including their ingredients, formulations, and packaging, with the assumption that they will be used in various situations. These products are delivered to the market after comprehensive quality checks and are continuously improved after launch based on customer feedback.

Safety is a top and non-negotiable priority. We fully comply with the regulations of the countries in which we operate and also apply our own strict ingredient-standards, which are set in tandem with our safety standards, based on environmental considerations and ethical standards when selecting ingredients. This is a minimum commitment across the organization: Each brand either already has or is in the process of putting in place its own ingredient policy that reflects these values, and develops products based on that policy.



System for Stable Supply of High-Quality Products

At Shiseido, quality and safety go hand in hand, taking priority over all other matters. We continuously work to maintain and control product quality not only by observing all applicable laws and regulations but also by applying our own rules through a Global Quality Policy to ensure that consumers can use our products with complete confidence. We conduct comprehensive quality control at all stages from ingredient and packaging selection to commercialization, production and distribution in order to ensure the quality and safety of all our products, including medical and food products as well as cosmetics. In doing so, we manufacture products that our consumers can trust and use regularly without any concerns.

At the ingredient selection stage, we collect and check information from all over the world down to their specific components to make sure that we use only safe ingredients.

At the commercialization, production, and distribution stages, we also have systems in place to ensure the stable supply of high-quality products at all times by complying with various standards such as Good Manufacturing Practice (GMP)*1, ISO 22000, and the Hazard Analysis and Critical Control Points (HACCP)*2, as well as our own product standards. For our cosmetic products, for example, we comply with all items (e.g. organizations and systems, buildings

and facilities, manufacturing management, and inspections) stipulated in the Cosmetics GMP set by ISO 22716, an international standard that gives guidelines for the production, control, storage and distribution of cosmetic products, ensuring that consumers are provided with safe and secure products of high quality manufactured under strict quality control.

*1: Good Manufacturing Practice (GMP): Standards for manufacturing and quality control of cosmetics.

*2: Hazard analysis and critical control points (HACCP): A method of food sanitation control developed to ensure the safety of food in the United States.

Response to Product Issues

In order to promote research, development, manufacturing and sales of safe products that achieve consumer satisfaction, Shiseido clarifies where the authority and responsibility lie in terms of quality assurance (including product planning, manufacturing and sales), and product issue prevention. We also have our own manuals for dealing with any product issues so that we can respond in a concerted manner and promptly bring the situations under control while putting consumer safety first. Thus, we are committed to strengthening and comprehensively promoting quality assurance and product issue prevention at Shiseido and our Group companies.

In the unlikely event of a quality and/or product liability issues involving the Company's products, the department that has received such information is expected to immediately report to the Quality Management Department, related business divisions, and Risk Management Department. The Risk Management Department will decide on response methods in accordance with the level of severity. The Quality Management Department will investigate the cause and the business divisions will promote various initiatives, including responses to the market.

Universal Design and Responsible Advertising/Marketing

Universal Design

Universal design takes into consideration the environment of all consumers. This concept is a major theme for Shiseido, which aims to create products that can be used comfortably and with peace of mind by all our customers.

In 2017, Shiseido further developed the "Shiseido Universal Design Guidelines," which were compiled in 2005 based on specialized theories and laws on universal design. We established a basic policy to create attractive designs that prioritize safety, security, and ease of use. In 2017, we renewed the guidelines to make them more specific and easier to understand.

Currently, the departments involved in product development are sharing information on how our products will be used, in what kinds of situations, and by whom in accordance with the aforementioned guidelines in order to achieve specific designs for newly developed products.

A product's design should be intuitive and simple. The amount used and how it is used should be clearly indicated, and the product should be easy to use until it is spent. We believe that the beauty of a product is that it can be used without stress by anyone who holds it in their hands, and that it also makes people feel excited when they use it.

PRIOR



The product's packaging is designed to be easy to use, with a cap that is decorative but does not roll or slip easily. The push-type bottle that makes it easy to dispense the right amount. The cases of some of our products feature wrap-around packaging with easy-to-understand instructions, along with "before and after" pictures. You can learn how to correctly use the product right after you purchase it.



In 2018, PRIOR received the Gold Award at the IAUD International Design Awards, sponsored by the International Association for Universal Design.



MAQuillAGE

The gold surface reflects light and is beautiful to the eye, giving the design a modest feel. At the same time, the fine unevenness delivers a sense of quality to the fingertips and a firm grip for easy use.



SHISEIDO

This is an easy-to-use cleanser that comes out as foam, removing makeup in one go. The packaging has been carefully researched to specifically cater to washing the face. It is designed to be easy to hold even when your hands are wet and to be stable in the bathroom.



SHISEIDO
Complete Cleansing Microfoam

The distinctive cap design, which represents the advanced contents, is also designed to provide stability to the tube, which is prone to collapse.



SHISEIDO Vital Perfection
Wrinkle Lift Deep Retino White 5

ELIXIR

The rounded container represents the characteristics of the product, but the oval shape when viewed from above makes it easy to use and open the lid as it fits perfectly in the palm.



ELIXIR
BALANCING MIZU CREAM

Clé de Peau Beauté

The soft indentations on the head and sides of the pump fit the finger, making the dispenser easy to press, both when held or when stationary. The bottle has an on/off function for the dispenser to make it more convenient to carry around.



Clé de Peau Beauté
MICELLAR CLEANSING WATER

Responsible Marketing and Advertising

Shiseido focuses on diversity and inclusion (DE&I) in marketing and advertising as well.

The Shiseido Code of Conduct and Ethics sets forth the following standards.

- We provide information that consumers need in a timely and appropriate manner. We clearly and accurately present and explain information that consumers need when selecting and using our products and services to prevent misunderstandings.
- We produce creative and appealing advertising and marketing programs that reflect our values of diversity and respect for human rights. We create advertising that is factual, fair, ethical, and does not disparage others.
- We always take consumer accessibility into full consideration when developing products and services.

Excerpts from the standards

Responsible Marketing and Advertising Policy

At Shiseido, we are committed to responsible marketing and advertising practices to build trust with consumers, ensure transparency, and uphold social responsibility. We strive to provide accurate and clear information while protecting vulnerable communities and complying with international standards.

This policy is intended to unify all Shiseido brands under a common framework for responsible marketing. By following these principles, we aim to build consumer trust, protect vulnerable communities, and maintain our standing as a global leader in beauty.

Transparency and product integrity

- All product claims must be backed by scientific evidence and presented clearly to avoid misleading consumers.
- Shiseido avoids exaggerated or misleading claims about the social and environmental impact of our products to ensure transparent and honest messaging.

Protecting vulnerable market segments

- In marketing and advertising, Shiseido does not target children under 18 or vulnerable audiences, taking special care to avoid language that could mislead or pressure young audiences into using our products for psychological or social advantage. We are mindful of protecting underage audiences from sexually suggestive content that is not age appropriate.
- We do not exploit consumers' lack of knowledge, and strive to make all information clear and accessible as possible.
- We ensure that our influencer partnerships are conducted responsibly.
- We do not partner with influencers under the legal working age or below 18 years old, even indirectly.
- We do not conduct advertising or marketing campaigns where a substantial proportion of the audience for those campaigns is under the age of 18.
- The above provisions should not prevent the marketing of dermatological, hygiene, and sunscreen products if conducted in a responsible fashion.

Excerpts from the policy

Responsible Advertising and Labeling

Appropriate Provision of Product Information

The Shiseido Code of Conduct and Ethics is a summary of actions that each and every person at the Shiseido Group should take. Shiseido stipulates that "we do our work with a greater sense of ethics in regard to our product information and labeling or advertising expressions as well as observing respective countries' and regions' laws and regulations and corporate regulations".

Compliance Status of Laws and Regulations Related to Advertising Expressions

Items that should be labeled on cosmetics (statutory labeling) are stipulated under Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices. At the same time, advertising are restricted under Code of Fair Practices in the Advertising of Drug and Related Product (Notification from the Director-General of the Pharmaceutical Affairs Bureau, Ministry of Health, Labour and Welfare, September 29, 2017). Based on these standards, the Japan Cosmetic Industry Association (JCIA) has established Appropriate Advertising Guideline for Cosmetics as self-imposed industry standards that provide relevant examples and explanations.

As for statutory labeling, Shiseido operates by setting up "labeling rules." With regard to advertising, we comply with laws and regulations by following the above-mentioned JCIA's guideline.

Also, the JCIA established the Advertising and General Publicity Committee within the organization and the Cosmetics Advertising Deliberation Council as an institution pertaining to the committee. This council independently carries out deliberations to enhance the reliability of and optimize cosmetics advertising expressions. These deliberations, conducted three times annually, are based on the relevant laws and regulations and addresses television, newspaper and magazine advertising.

Implementation of Study Sessions Related to Advertising and Labeling

Shiseido holds the "Statutory Labeling Seminar" and "Advertising Seminar" twice a year in order to enhance our employee knowledge on labeling related laws and regulations.

Other Initiatives

As for claims about the effects and efficacy of cosmetics in product labeling, advertising, and marketing, we place importance on fair and accurate indications. It is provided in our internal regulations that false and/or misleading (i.e., falsifying or exaggerating) advertising is prohibited as stipulated in laws and regulations around the world, and our claims should be based on proven scientific data and within the range stipulated in laws and regulations. We also set our own standards for the selection of ingredients for our products, including ethical perspectives, and disseminate information about our selection process to ensure that we do not make exaggerated claims about the impact of our products on society and the environment.

For more information, Product development Policy About ingredients/formulas

In order to secure accessibility for people in various situations, we began broadcasting TV commercials with subtitles in 2018. We have expanded the service incrementally, and today subtitles are available in all our TV commercials.

If customers want to contact the Shiseido Group within Japan, not only are phones, e-mails, and chat messages available, but sign language is also available. (A "telephone relay service" in which interpreters connect those who can hear with those who cannot is available.)

In 2023, we have started DE&I training targeting marketers and advertisement creators in Japan in the company to educate them on appropriate expressions and responses in marketing and advertising.

Thus, by communicating our efforts regarding our social and environmental impact without exaggeration, we promote ethical marketing and advertising and avoid misleading our customers.

Nutrition and Health

Access to Better Nutrition / Responsible Marketing and Advertising

The World Health Organization reports an increase in the number of people with diabetes. The UNICEF reports on the overconsumption of sugars and poor nutritional balance in young people and children in "THE STATE OF THE WORLD'S CHILDREN 2019". The report points out that these issues are associated with improper marketing and advertising of processed foods and beverages.

In the "Shiseido Code of Conduct and Ethics," we declare that we will provide safe and excellent products and services, display product information in an easy-to-understand manner, and support beauty and health.

As a food business*, we are responsible for preventing nutritional imbalances, obesity and lifestyle-related diseases. We will continue to develop products that meet consumer needs such as better nutritional balance and health consciousness. We will promote proper marketing and advertising for processed foods and beverages and provide accurate and easy-to-understand information.

*Restaurant and food businesses consist of less than 1% of consolidated sales (2024)

Participation in Food and Beverage Safety, Quality and Health Initiatives Major Initiatives

| | |
|---|---|
| Japan Confectionery Better Business Association | An association that connects consumers with businesses and governments to solve confectionery-related issues such as the safety, proper labeling, and fair transactions of confectionery products. |
| Tokyo Confectionery Associations | Association that provides training on manufacturing technology and food hygiene to the pastry industry. |
| Sustainable Restaurant Association Japan | An association that supports restaurants to achieve sustainability such as responsible procurement, nutritionally balanced menus, and reduction of food loss. |
| Japan Food Hygiene Association | An association that supports food companies in improving food hygiene and establishing a self-management system. Shiseido Parlor is working on the hygienic production of processed foods by referring to the guidelines and manuals of this association. |

Actions to Address Negative Impact on Health

We are working on the development of products that reduce unnecessary additives in order to suppress the negative health impacts of food. The Shiseido Group develops health and beauty foods that do not contain fat or caffeine which the Shiseido Group distributes in Japan.

Main Initiatives

| | |
|-------------------------------|--|
| Fat / caffeine | The Shiseido Group distributes health and beauty foods throughout Japan. Among these, its core product collagen drinks* contain no fats, no caffeine, and no added preservatives. |
| Sugar | Shiseido Parlour Co., Ltd. collaborates with specialists in food safety and health to develop products and utilize them for appropriate marketing. We are developing low-carbohydrate products with Dr. Satoru Yamada of the Eat & Fun Health Association, an organization that promotes deliciousness and low-carbohydrate levels. In 2018, we developed a low-carbohydrate menu under the supervision of this association. Some Shiseido Parlour stores offer sweets and dishes with reduced sugar. The company's restaurant "FARO" offers desserts with a 100% reduction of fine white sugar. For sweets from Shiseido Parlour, we have a lineup of products that are packaged in small quantities to improve storage stability and to consider the amount of sugar that can be ingested at one time. |
| Artificial ingredients | Artificial ingredients are not used at the Shiseido Parlour restaurant FARO nor in the health and beauty products distributed by the Shiseido Group in Japan. In accordance with Japanese regulations, retort pouch products do not include preservatives. |
| Improving nutritional balance | Beauty Princess, a beverage by Shiseido Parlour Co., Ltd., is compounded with hyaluronic acid and collagen peptide. |
| Organic | The Shiseido Parlour restaurant FARO uses organic vegetables grown with reduced amounts of agricultural chemicals and fertilizers. Organic vegetables are used in 80% of the course menu. |

Responsible marketing and promotion of processed foods and beverages

The Shiseido Parlour actively displays information on food allergies (21 types of ingredients) beyond Japanese laws and regulations. We have in-house guidelines based on food legislation to ensure compliance with proper labeling legislation on food labels. In-house training is provided to those in charge of food labeling. We also conduct factory audits of outsourced manufacturers, including items related to quality and labeling.

Information for Consumers

Shiseido Website

Shiseido provides extensive product, beauty, and company information on Shiseido Company Website and Shiseido - Cosmetics and Beauty Information (Japanese only), reflecting efforts to create appealing content and administer the site in response to consumers' desires and needs.



Shiseido Company Website

Efforts to support those with visual disorders

Providing Audio Information for the Visually Challenged

"Listeners' Café" provides a speech-based introduction to the basic use of cosmetics and other information to visually challenged individuals in an easy-to-understand manner. It also publishes an audio content "Osharena Hitotoki (Stylish Moments)" four times a year in each season. Both "Listeners' Café" and "Osharena Hitotoki" are provided only in Japanese.



"Guide Make" seminar for persons with visual impairments

Since 1984, Shiseido has been providing various services, such as the creation of Braille stickers and the operation of the "Shiseido Listeners Cafe" site, which introduces seasonal beauty information in voice and text, as an initiative for the visually impaired.

From 2019, "Guide Make" offers makeup methods that can be practiced by persons with visual impairments as a menu for grooming courses at the Shiseido Life Quality Beauty Seminar.

The beauty therapists at Shiseido provide easy-to-follow verbal guidance using inobtrusive, natural finger techniques for everything from skincare to point makeup such as lipstick.



In the seminar, rather than learning techniques exactly, we prioritize the enjoyment of every participant who can smile while grasping makeup tips and gaining confidence.



[Click here for details on . \(Japanese language\)](#)

What Skincare and Makeup Can Do for Healthier Days of Various Generations

Taking advantage of its strength, Shiseido will continuously contribute to society and people's health to realize a sustainable society.

| | | | |
|---------------------------------------|-----------------|---|---|
| For All Generations | Makeup |  | <p>Shiseido Life Quality Makeup</p> <ul style="list-style-type: none">● Activities powered by makeup to improve the quality of life(QOL) of people who have serious skin concerns such as appearance changes caused by side effects of cancer treatment, birthmarks and scars.● Shiseido Life Quality Beauty Center A unique facility specialized in Shiseido's cover makeup. |
| For Working Adults For Elderly People | Skincare Makeup |  | <p>Shiseido Life Quality Beauty Seminar</p> <ul style="list-style-type: none">● Beauty Seminars Grooming and makeup lessons for new graduates, company executives and other working adults. Favorable appearance upgrades your first impression and trustworthiness.● Shiseido Cosmetic Therapy Elderly people can improve their daily movements and activities by doing skincare and makeup for themselves. |

| | | |
|-----------------------------------|----------|---|
| For Babies and Toddlers | Skincare |  <p>● Skincare for babies to prevent allergies.(Japanese Only)</p> |
| For Children | Skincare |  <p>● Face cleansing, UV protection methods and other day-to-day beauty information provided to protect children's healthy skin.</p> |
| For Expectant Mothers and Mothers | Skincare |  <p>● Skincare to energize the sensitive skin and minds of expectant mothers and mothers.(Japanese Only)</p> |