

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

Shiseido engages in a broad dialogue with society and strives 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 is promoting initiatives that address "gender equality" and "Empowering People Through the Power of Beauty" with the participation of employees, utilizing our mission as a beauty company and our experience and knowledge accumulated through internal initiatives. 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 of Social Contribution Activities

The Chief D&I Officer is responsible for social contribution activities. Key operations related to social contribution activities are promoted and the results are 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 the relevant departments, brands, and Regional Headquarters. In addition, sustainability promotion officers at the Overseas Regional Headquarters lead a team and work with the Global Headquarters to promote and manage social contribution activities in each country and region.

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

Social Data for Social Contribution Activities

Please refer to Social Data.

Please refer to the respective links about Community, Disaster and Various Support.

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. For example, 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.

Employees Around the World Make Social Contributions on “Shiseido Camellia Day”

Every year since 2017, Shiseido has hosted "Shiseido Camellia Day" in EMEA — a day dedicated to employees making social contributions. We expanded this initiative to all regions in 2021, and held "Shiseido Camellia Day" again in 2023. This day is aimed at bringing employees who volunteer during working hours together to share their civic engagement, passions, and skills for the benefit of the associations in their regions.

In 2023, we resumed in-person activities, and employees around the world participated in various activities tailored to the needs of their local communities.

In Shiseido EMEA, more than 960 employees from countries such as Belgium, Germany, France, Italy, Spain, Switzerland, and the United Kingdom participated in programs to promote environmental conservation, Diversity, Equity, and Inclusion, and cultural and heritage education. They used their skills and their knowledge to contribute to their local communities. In Italy, we provided mental support with makeup for women receiving cancer treatment, in collaboration with "La Forza e il Sorriso," a cancer patient support organization that has built a cooperative relationship with us over many years. Our initiatives in other regions include activities for conserving green zones in urban areas and support for "Association La SAUGE," which drives agricultural activities while protecting ecosystems.

In Shiseido Americas, more than 1,200 employees from across the region volunteered to participate in social contribution activities in the United States, Canada, and Brazil, respectively, under the theme of "Power of Community." Through "THE BEAUTY OF HELPING OTHERS" program, in which employees take part in social contribution activities throughout the year, Shiseido Americas partnered with 16 different non-profit organizations to host more than 22 events across the United States and Canada. Volunteers cleaned beaches and collected plastic waste in California, Florida, and Canada, and engaged in a number of activities to protect the global environment in New York, New Jersey, Ohio, Texas, and Brazil, thus giving back to their communities.



Makeup support being provided in Italy



Beach cleaning activities in Florida

In Asia Pacific and Travel Retail, more than 700 employees from countries and regions such as Singapore, Taiwan, Thailand and Vietnam participated in social contribution activities for a week.

In Singapore, more than 150 employees participated in various volunteer activities supporting six local charity partners. The activities ranged from mentoring underserved youths to supporting marginalized women. Employees also distributed food packs, which also contained daily commodities and other essential supplies, to households needing support. In Taiwan, employees collaborated with Taipei Women's Rescue Foundation to create a Camellia Gift Box for Christmas. The gift box was created with the aim of providing comprehensive aid supplies with an extensive lineup of donation items, including not only Shiseido products but also daily necessities, stationery, and sweets. With a handwritten Christmas message attached, the gift box was used to support more than 600 individuals in need. In addition to the above, we engaged in activities in each region. They included providing makeup services and grooming tips for working mothers, sponsorship of scholarships for of students, and beach cleanup activities.









Food packs being prepared in Singapore



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 FY2024

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 XP Family Associations		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

Support for Ukraine

At Shiseido, we express our commitment to building a peaceful and healthy society and support international students from Ukraine as future leaders of the country under our corporate mission of "BEAUTY INNOVATIONS FOR A BETTER WORLD." In March 2022, we donated 1 million euros (approximately 130 million yen) through the United Nations High Commissioner for Refugees (UNHCR) to be used for the immediate aid of the evacuees, and also provided skin care products and daily necessities. We also implemented a donation-matching scheme and organized a system to accept voluntary employee donations wherever Shiseido operates (approximately 60 million yen). Our Osaka Ibaraki factory in Japan hired two Ukrainian evacuees to provide them with a safe working environment. We hosted the Shiseido Charity Concert "MUSIC for PEACE" at Suntory Hall*1, the proceeds (approximately 30 million yen) from which were donated to Pathways Japan*2. Additionally, we offered funding to help cover the living expenses of five Ukrainian international students studying at ICU (International Christian University), so that they can concentrate on their studies. In 2023, we provided five students from Ukraine with the tuition fees needed until their graduation. We also engaged in various activities to help approx. 100 Ukrainian students live and develop their careers in Japan, such as participating in events for recruiting evacuees to share knowledge with other companies and offering the students advice on job hunting and career development. In the future, the Shiseido Group and its employees will continue to work with humanitarian organizations around the world to provide long-term support for Ukrainian evacuees.

*1 : Co-sponsored by Suntory Holdings Limited, Seiko Holdings Corporation, Daiwa Securities Group Inc., and Tokio Marine & Nichido Fire Insurance Co., Ltd., with the collaboration of Dentsu Inc.

*2 : An organization that aims to pave the way for refugees through education, and accepts refugees into Japan.

Activities for Children

Shiseido conducts activities for children to enable them to acquire correct knowledge through diverse experiences.

Along with more younger people using cosmetics, the number of children with skin problems such as rough skin is increasing due to self-taught use of the cosmetic products. To address this issue and protect their healthy skin, Shiseido disseminates easy-to-understand beauty information such as UV protection and face washing methods.



Shiseido Kodomo Seminar

For elementary school students

●Shiseido Kodomo Seminar

Shiseido Kodomo Seminar disseminates to pre-adolescent elementary school students information on "skin" and "hygiene" as well as proper skincare methods through hands-on practice.

The purpose here is to enable students to deal with their skin issues on their own with confidence and not worry about pimples and rough skin by giving them information on "skin protection" and "skin hygiene" along with how to care for their skin.

The initiative launched in 2009 has reached approximately 11,900 children in total.



【Two seminars】

Website

Beauty information that enriches children's lives 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.



Teaching materials to support health classes

Shiseido provides video teaching materials (DVD) and distributable leaflets for free.

To apply for the "Shiseido_Kodomo Seminar" and the "Free Teaching Materials," please use the dedicated application form on our website, "Kirei Club for Kids." (Japanese language only)

Please contact us via email.

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>

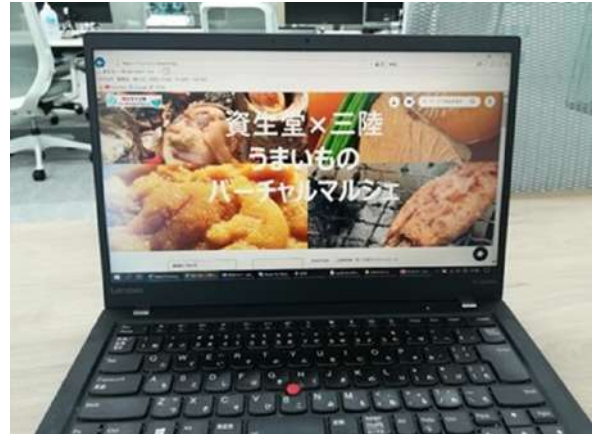
For Region	<ul style="list-style-type: none">● Improvement of the recognition of the Kesen area● Development of new sales channels
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For Employees

- 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 Fukushima-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.



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

On Friday, June 12, 2015, Shiseido and Taiyo-kai, a social welfare corporation, co-hosted a camellia tree planting event at Iwate Prefectural Fukushima-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 was available at 4 department stores, Isetan Mitsukoshi Ltd. from March 9 (Wed), 2016.

Part of the sales utilized in the development of "Ofunato, home of camellia".



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.

Kesen Tsubaki Dressing

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.

●“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."



"Hair & Skincare Seminars" for high school students



"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

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.

SHISEIDO