

Inside Shiseido's Foundation Designed for Vitiligo Coverage



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Perfect Cover, the dedicated product brand of Shiseido Life Quality Makeup

Shiseido Life Quality Makeup is a social initiative that supports people with deep skin concerns—including birthmarks, vitiligo, burn marks, scars, and changes in appearance caused by illness or medical treatment—through the power of beauty.

Through efforts such as the development of Perfect Cover, our dedicated product brand, we have continued to expand options that help each person live true to themselves.

In 2006, we launched Shiseido’s first foundation for covering vitiligo as part of the Perfect Cover series. Following years of refinement, the product was renewed in 2025 as Perfect Cover Foundation VC n, or simply Foundation VC n.

We take a closer look at what makes Foundation VC n unique, along with the passion and dedication of the people behind its production, research, and development.

*Vitiligo is a condition in which loss of pigment causes areas of the skin to become white. It can affect anyone, regardless of gender or age, and treatment options include topical therapies, phototherapy, and other approaches. While symptoms and progression vary from person to person, changes in appearance may become a source of psychological burden and affect quality of life.

*Designed with optical correction technology to give optimal coverage, Perfect Cover Foundation VC n evens skin tones and stays on, resisting water, perspiration.

• Shiseido Life Quality Makeup: <https://corp.shiseido.com/slqm/en/>

• Perfect Cover series: <https://corp.shiseido.com/slqm/en/products/>



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From the Shiseido Kakegawa Factory to the World: A Look Inside Manufacturing

Foundation VC n, a product designed for vitiligo coverage, is manufactured at the Shiseido Kakegawa Factory. Through the voices of employees working on site, we share the dedication behind the product and offer a look inside its production.



The Peace of Mind That Comes from Having a Choice —Reaching More People with Foundation VC n

Among the employees at the Shiseido Kakegawa Factory are people whose lives have been touched by vitiligo. Megumi Kihara, who also lives with vitiligo, works in production technology for makeup products. As both a member of the manufacturing team and a user of Foundation VC n, she shares her approach to cover makeup and her hopes for the product.

—Could you tell us about your vitiligo?

Kihara: In my early twenties, I suddenly developed a vitiligo patch under the right side of my chin. Because it extended slightly onto my lip, the difference in my skin tone was more noticeable. There were times when I found myself worrying about how others saw me. At first, I didn't even know the condition was called vitiligo, so not knowing the cause made me feel anxious. After visiting a dermatologist, I was diagnosed with vitiligo and tried several treatments, but none led to any significant improvement.

—How did you first learn about Perfect Cover, and what has your experience been like using Foundation VC n?

Kihara: Since I work for Shiseido, I knew about the Perfect Cover brand. Although treatment did not improve my vitiligo, I felt a sense of relief when I saw how naturally the foundation covered it, making it almost unnoticeable. I have been using it ever since. As for the feel and application, one of the things I like is that, because it is a liquid formula, it is easy to adjust the level of coverage. I also find it easy to use because



Megumi Kihara, who works in production technology for makeup products

Vitiligo coverage with Foundation VC n



BEFORE
Bare skin (vitiligo)



AFTER
After coverage using Perfect Cover Foundation VC n

*After image reflects the effect of makeup. Individual results may vary.

I can apply it while adjusting the finish to match the borders of the vitiligo patches and the color of the surrounding skin. I also like that it resists creasing and fading over time and hardly transfers onto masks.

—What does cover makeup mean to you?

Kihara: I don't feel as though I have to cover my vitiligo. What gives me peace of mind is the fact that I can choose for myself: "Today, I'll cover it," or "Today, I won't."

For example, I always use Perfect Cover for family photos on special occasions, such as my child's school entrance ceremony. More than 10 years ago, I brought it with me for my own wedding, and even the makeup artist at the venue was surprised by its coverage. On days when I'm meeting people, or when I feel I need a little encouragement, Perfect Cover is there for me, like a good-luck charm.

—How do you feel knowing that a cosmetic product you personally use is manufactured at your workplace?

Kihara: It genuinely makes me happy to know that products made at Kakegawa Factory are reaching people with vitiligo who may need them. Still, I believe many people have yet to discover Foundation VC n. My hope is that it will find its way to even one more person.



A First Look Inside the Production of Foundation VC n

For the first time, we take a behind-the-scenes look at the filling process for Foundation VC n. We also speak with Yuina Suzuki, who leads the production line, about the perspective she values on the manufacturing floor.

—Could you tell us about your role on the production floor?

Suzuki: I oversee the production line. I go over the tasks with my colleagues responsible for each process and coordinate the line to ensure that production runs smoothly and accurately. I also inspect the finished products. Starting from the final packaged state, I trace the process backward, checking each step one

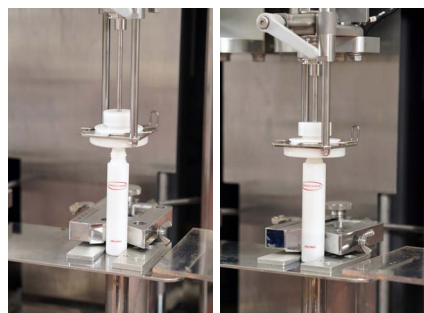
by one. This allows us to confirm that there are no issues at any stage of the process.

—What do you pay particular attention to in the production process?

Suzuki: To deliver quality products to our customers, we carry out each task and product check with care at every stage. This reflects our commitment to



Inspection on the production line, where each product is checked with care



Foundation VC n production is not fully automated, and some processes are carried out by hand



Yuina Suzuki, who leads the production line

manufacturing without compromise, from safety and consistency to ease of use.

—How do you feel about being part of delivering Foundation VC n to people around the world?

Suzuki: I feel proud to be involved in a product with this kind of social value. It makes me happy to know that we can deliver the product to people who need it, and that they can choose and use Perfect Cover with confidence.

The Dedication Behind “Made by Kakegawa” Quality

Since its establishment in 1975, the Shiseido Kakegawa Factory has supported Shiseido’s makeup products for half a century. Behind the consistent delivery of each product is the production technology that makes it possible. We spoke with Shuji Hasegawa, the factory’s General Manager, about the commitment he values in manufacturing.

—For half a century, the Shiseido Kakegawa Factory has delivered products to customers around the world. Could you tell us about the quality control and mass-production technologies that have supported this?

Hasegawa: Over the years, the Shiseido Kakegawa Factory has built expertise across a wide range of products, with makeup products at the center, while also manufacturing pharmaceuticals and other products. I believe “Made by Kakegawa” quality embodies the technologies we have

cultivated and the dedication passed down from those who came before us.

—I understand the factory also places importance on environmental initiatives. Could you share some specific examples?

Hasegawa: We have introduced systems that make energy use within the factory visible, enabling all employees to take part in energy-saving activities. These efforts were recognized in fiscal 2022, when we received the 2022 Energy Conservation Grand Prize, Director-General’s Award from the Agency for Natural Resources and Energy.

—The factory delivers products to customers not only in Japan but around the world. What does that mean to you?

Hasegawa: As Shiseido’s only makeup product factory in Japan, we play a leading role in the company’s global manufacturing. Our mission is to ensure a stable supply of high-quality, safe products to customers



Shuji Hasegawa, General Manager, Shiseido Kakegawa Factory

around the world. Even though we manufacture products on a large scale, each one is important to the person who uses it. Perfect Cover, in particular, is a brand with great social significance because it supports people with deep skin concerns. To meet the expectations of customers who have used and trusted our products for many years, we will craft each product with care and dedication.



Solar panels on the factory grounds

Behind the Renewal of Perfect Cover Foundation VC n: The Researchers' Perspective

Foundation VC n is designed with optical correction technology to complement melanin coloration and cover vitiligo with a natural-looking finish. Its renewal in 2025 posed a significant challenge for the researchers at the Shiseido Global Innovation Center*.

We spoke with the researchers involved in the renewal about the background of the project, the innovations behind it, and their outlook for the future.

*The Shiseido Global Innovation Center is Shiseido's research and development hub. Established as an urban open lab, it serves as a place for creating new value through open, forward-looking research.



Renewed with Care to Meet the Expectations of Long-Time Customers

Hiroko Tanaka's work spans shaping the product concept and finding ways to communicate its technology and appeal to customers. We spoke with her about the background of the renewal and what she focused on.

—Could you tell us about your role in the renewal?

Tanaka: My role is to translate the product's technologies and features into clear, accessible language so that customers can understand the value the brand aims to deliver.

For a brand like Perfect Cover, whose product information reaches customers around the world, we pay especially close attention to the regulations of each country and region. As we carefully check each detail, we also consider how to express the product's appeal as fully and

accurately as possible.

I also look at the brand as a whole to ensure that the communication aligns with the technical innovations behind each product.

—What value does Foundation VC n offer as a product?

Tanaka: The greatest value of this product is that it quickly sets in place where applied, providing natural-looking coverage for vitiligo.

To achieve this, we created many prototypes and developed a formula that



Hiroko Tanaka, Researcher Conducting Perfect Cover Research and Development

dries quickly and adheres well to the skin. We are also aware that some customers are mindful of ingredients. With this in mind, we carefully selected the ingredients so they can choose Foundation VC n with confidence.



First-generation foundation for vitiligo coverage (left) and current product (right)



Designed for a global range of skin tones

Function is essential, of course, but designing products with care for customers is also part of how we shape the brand's value.

—Foundation VC n is available overseas. What are the challenges of developing a product for the global market?

Tanaka: When a product is launched globally, ensuring compliance with each market's regulations becomes much more complex. With both global and local perspectives in mind, we work to communicate the strengths of this product as fully as possible everywhere it is available.

—You have been involved in the research and development of many different products. How was Foundation VC n different?

Tanaka: I think many makeup products are strongly influenced by trends, and some customers enjoy trying different brands and products over time. Foundation VC n,

however, is a product that we need to approach with the possibility of long-term use in mind.

—What led you to design Foundation VC n with long-term use in mind?

Tanaka: A customer who had been using the previous product, Foundation VV, since its launch in 2006 once asked us how it differed from the renewed version. I was surprised that customer noticed even the slightest changes from the renewal. I realized that we could not let down the expectations of long-time customers and that the renewal required the utmost care. At the same time, the fact that customers noticed even the smallest differences showed me how deeply the product had become part of their daily lives. As a developer, that was a moment when I felt a great sense of purpose in my work.

While we may not be able to fully understand the concerns each customer carries, we can imagine how important it is for makeup to stay in place and be easy to apply. That led me to see "easy coverage for anyone" as an essential value of Foundation VC n—one that must never be compromised.

—What are your hopes for Foundation VC n going forward?

Tanaka: Because it is available globally, we have come to understand that views on cover makeup differ across markets. Each person's vitiligo is different, and so is how they feel about covering it—or not covering it. We hope Foundation VC n will remain a product that fits into people's lives, offering those with vitiligo one more way to stay true to themselves.

Vitiligo coverage with Foundation VC n



*If the contrast between the vitiligo area and surrounding skin is subtle, we recommend Foundation MC n.
*Individual results may vary.

A Renewal Shaped by Customers' Perspectives —Designed to Be Part of Their Lives

How has Foundation VC n evolved through this renewal? We spoke with the researchers behind the formula and packaging about the key points of development.



Kotaro Takada, Researcher,
Formulation Development

Consistent Finish Through Application

Because Foundation VC n is designed to cover vitiligo naturally, we focused on achieving a consistent color and finish every time. During development, we found

Balancing Comfort with Consistent Color Reproduction

that color payoff could vary depending on how the product was used. We eventually identified an application method that helps achieve reliable results and included it on the product packaging.

Long-Lasting Wear That Resists Sebum and Sweat

To test its long-lasting wear, we applied Foundation VC n to a synthetic skin model that mimics human skin, then repeatedly checked how it held up when water was dripped onto the surface. This was a unique consideration for a product where staying in place is the top priority.

High-coverage foundations often feel dry or tight over time, but this product achieves both coverage and a fresh,

hydrated feel. This comfort comes from its unique two-layer formula, created by combining oil and powder.



Water-repellent, long-lasting wear (left)



Buildable intensity with a single foundation shade (right)

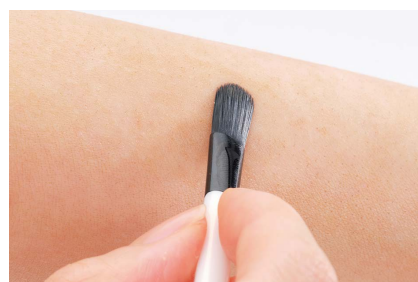


Kosuke Otaka, Researcher,
Packaging Development

Repeated Testing to Confirm Brush Durability

As we worked to renew the formula, we also carefully checked its compatibility with the included brush. We collaborated closely with Takada, who led formula development, to test the brush's durability under various conditions. For example, after the formula had dried on the brush,

Improving Usability Through Customer Insights



Testing compatibility between the formula and included brush

we checked whether the brush tips would spread or the bristles would fall out.

Improving Usability by Enhancing the Bottle Tip

Customers had shared that the foundation could overflow when the cap was opened during winter. This was a challenge unique to liquid foundations, caused by changes in



Enhanced bottle tip design

pressure inside the container due to temperature fluctuations and other factors. By redesigning the bottle tip, we enhanced the package to help prevent this overflow. We hope Foundation VC n will continue to be a product that stands by people with vitiligo, offering one more choice that brings a more positive outlook to everyday life.

- For more information about Foundation VC n, including how to use it:
<https://corp.shiseido.com/slqm/en/products/vc.html>
- Shiseido Life Quality Beauty Center: <https://corp.shiseido.com/slqm/en/salon/>

These interviews were conducted in April 2026.