

PERFECT COVER

SHISEIDO

New Foundation Series Makes Its Debut to Solve Serious Skin Concerns

Solve blue, red and brown skin discoloration
and side effects of cancer treatment, including skin dullness and scar

Shiseido Company, Limited (Shiseido) will launch a new Perfect Cover Foundation MV^{*1} Series (three products, nine items) from its Perfect Cover brand on Saturday, October 21, 2017 in a bid to solve various concerns over skin discoloration. Perfect Cover offers a solution for skin troubles that are difficult to conceal with normal foundations.

^{*1}MV stands for “multi veil”.

- ◆ Perfect Cover Foundation MV Series realizes ease of application by bringing together the functions that were featured separately in the conventional Perfect Cover Foundation, such as correcting skin color and unevenness of the skin. Furthermore, the new series has been further enhanced to make it long-lasting, transfer-proof and easy to apply for a more comfortable makeup wear.
- ◆ Shiseido supports and encourages people in pursuing their own lifestyles by offering foundations that solve various skin concerns.

Origin of foundation that solves serious skin concerns

Since its establishment, Shiseido has been engaged in research and development on cosmetics combining the “hardware,” i.e. production and performance of products, and the “software,” i.e. their psychological effects. Shiseido leverages the results of this R&D to help each consumer realize their own beauty and enrich their mind.

In postwar, there were many people who had serious skin burn resulting in concerns over their skin and appearance. Wishing to reduce the mental burdens faced by such people, Shiseido developed a foundation called “SHISEIDO Spots Cover” in 1956. After that, in 1995 the company released Perfect Cover Foundation series which featured the photochromic technology and provided a natural finish for skin problems such as nevus, scars, or burn marks. Through these and other initiatives, Shiseido has been striving to improve the QOL (quality of life) through cover makeup.



Background of the launch and product overview

Shiseido has conducted numerous researches and developments in order to respond to the requests of consumers who have serious complex concerns over their skin, such as “want to cover both dullness and dark spots caused by the side effects of cancer treatment” and “want to naturally cover unevenness and red discoloration due to burns”.

Perfect Cover Foundation MV Series realizes a natural finish with a perfect coverage, which meets the needs of such consumers. Moreover, this series is enhanced in its functions and is transfer-proof, long-lasting, and easy to apply, with an aim of further satisfying consumers and supporting them in their desire to live simply and comfortably.

Product availability

Perfect Cover Foundation MV Series will be available at Shiseido Life Quality Beauty Center in Ginza, Tokyo, and other designated cosmetics stores that have a counselling space^{*2}, contract medical institutions, Shiseido's total beauty service site, "watashi+"^{*3}, and other channels in Japan.

Currently, Perfect Cover Foundation is marketed in certain regions of Asia, such as Shanghai, Hong Kong, Taiwan and others, in addition to Japan. Taking this opportunity of launching MV Series, Shiseido is actively promoting its activities in "improving the QOL through cover makeup" and aims to reach out consumers around the world by expanding the sales globally, including the U.S. and Europe, by year 2020.

^{*2} List of stores selling the Perfect Cover Foundation MV series (Japanese only) : <https://www.shiseidogroup.jp/slqc/shop/>

^{*3} Shiseido's total beauty service site (Japanese only) : <http://www.shiseido.co.jp/wp/index.html>

【Product List】

* Prices stated below are the suggested retail prices in Japan.

Product Name	Category	Net	Color	Price*
Perfect Cover Foundation MV	Foundation for partial application	20g	7 colors	¥3,500 (¥3,780 incl. tax)
Perfect Cover Powder MV (Fitting)	Makeup powder	10g	1 color	¥3,500 (¥3,780 incl. tax)
Perfect Cover Oil Cleansing	Cleansing oil	180mL	1 type	¥2,000 (¥2,160 incl. tax)

For inquiries on this press release, please contact Shiseido PR Department.
TEL: +81-3-6218-5200 (direct)

【Product overview】

* Prices stated below are the suggested retail prices in Japan.

Name/Net/Price	Features
<p>Perfect Cover Foundation MV <Foundation for partial application> 20g ¥3,500 (¥3,780 incl. tax)</p>  <p>Seven colors</p> 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>A sweat- and water-proof foundation for partial application that does not come off easily upon contact with clothes, etc. This foundation thoroughly and naturally covers bluish, reddish and brownish discolorations and skin unevenness that cannot be covered by normal foundations.</p> </div> <ul style="list-style-type: none"> Formulated with three types of pearl pigments to cover blueness, redness and brownness. The pearl pigments control the color of the light that penetrates the foundation, and help conceal various skin discolorations with just a thin layer. <ul style="list-style-type: none"> - Multi light filter powder A perfect look lasts 12 hours* thanks to its waterproof and transfer-proof effects that allow the foundation to stay put without rubbing off onto clothes, etc. <ul style="list-style-type: none"> - Water touch fit formulation This foundation promises light and smooth application with a perfect fit and is easily layered. <ul style="list-style-type: none"> - Water touch fit formulation Dermatologist-tested, non-comedogenic and hypoallergenic. (This does not necessarily guarantee that no users will develop acnes and allergy.) <p><small>*Source: Shiseido's survey on color retention. Results may vary between individuals</small></p>
<p>Perfect Cover Powder MV (Fitting) <Makeup powder> 10g ¥3,500 (¥3,780 incl. tax)</p>  <p>One color (lucent beige)</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>A powder resistant to sebum and sweat that cause makeup smudge, as well as color transfer to clothes, towels, masks, etc.</p> </div> <ul style="list-style-type: none"> Spreads over the skin surface like a thin veil and clings to the skin. Creates a long-lasting translucent dewy look. Its non-cakey texture prevents chalky face appearance. Prevents skin dullness caused by sebum. Covers pores, wrinkles and unevenness while absorbing excess sebum and creates a smooth-skin look. Helps makeup stay in place longer. Dermatologist-tested, non-comedogenic and hypoallergenic. (This does not necessarily guarantee that no users will develop acnes and allergy.)
<p>Perfect Cover Oil Cleansing <Cleansing oil> 180ml ¥2,000 (¥2,160 incl. tax)</p> 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>An easy-to-spread cleansing oil which has a high cleansing effect and gives a soft, comfortable feeling to the skin.</p> </div> <ul style="list-style-type: none"> Not runny, quickly absorbs and completely dissolves makeup, including long-lasting foundation. Spreads gently over the face, thoroughly removing dirt and makeup. Helps skin stay smooth and moisturized even after rinsing off. Rinse-off type; thoroughly removes makeup, including waterproof mascara. Can be used with wet hands. Dermatologist-tested, non-comedogenic and hypoallergenic. (This does not necessarily guarantee that no users will develop acnes and allergy.)

Reference

◆ Shiseido Life Quality Beauty Center <http://www.shiseidogroup.jp/slqc/>

Makeup Carists who have received specialized education on various skin troubles provide advice on perfect coverage methods to those who suffer from skin discoloration such as nevus, scars, skin unevenness, and change in face balance or appearance due to side effects of cancer treatment. Visitors can receive counseling in a private room. Thanks to the referrals from partner medical institutions, which are supporting this activity, and advertisements on Shiseido's corporate website, etc., the Center has welcomed more than 4,800 visitors since its opening in June 2006.



Reception area

Address	5F Shiseido Ginza Building, 7-5-5 Ginza, Chuo-ku, Tokyo
Tel:	03-3289-2262 (for reservation and inquiry)
Operating days	Tuesday through Saturday (except for public holidays) <By reservation only>
Reservation	Tuesday through Friday (except for public holiday) 11:00-18:00 *At reservation, we will ask about your skin condition. If you are regularly seeing a doctor, please consult the doctor beforehand.



Private counselling space

◆ Comment from a user of Perfect Cover Foundation MV Series

* The views and impressions are individual and may not apply to all users.

The products I had tried so far were able to cover redness and visible capillaries on my face to some extent. This time, I could truly see better results. I was so happy to see my face; redness and swelling that had always bothered me were naturally but fully covered. Makeup cheers me up and refreshes me. I think with these products anyone, even those with downcast eyes, can keep their chins up.

<Woman in her 50s, skin concern: red birthmark>

【Covering a burn mark】



【Covering dark spots】



- End of News Release -