

Shiseido Company, Limited
reveals an innovative neuroscience inspired skincare range
from brand SHISEIDO



(Left: SHISEIDO Essential Energy Moisturizing Cream / Right: 'Neuro_surge' Art Installation by "WOW" at Shiseido Ginza Building)

Shiseido Company, Limited unveiled SHISEIDO Essential Energy at the Shiseido Ginza Building in Ginza, Tokyo. Inspired by Neuroscience, the new range, featuring **ReNeura Technology™**, addresses a growing concern among women in their 30's that their skin is becoming increasingly desensitized to skincare. Harnessing the combined power of science and nature, SHISEIDO's **ReNeura Technology™** activates the power of touch to awaken unresponsive skin and to boost the effectiveness of skincare products. The formulation is imbued with an *Active Response Powder* that is made of malleable spheres that guide the skin's senses to detect information and damage in real time. Combined with the regenerative force of *Ashitaba* that helps preserve and sustain the energy required for efficient sensory transmission, **ReNeura Technology™** helps forge inner connections that improve skin's ability to employ the power of skincare, bringing out lasting beauty.

To commemorate this significant innovation milestone in SHISEIDO's explorations into Neuroscience, an art installation was commissioned and realized by the visual design studio WOW. Named 'Neuro_surge' the art work brings to life the breath-taking neuro-fusions that power the human mind. The piece also seeks to represent SHISEIDO's commitment to continuously push the boundaries of science, breaking through today's limitations on skincare.

Perfectly encapsulating the Japanese philosophy of respect for and a deep connection to nature, in the development of **SHISEIDO Essential Energy**, only the finest and most efficacious elements were harvested from the natural environment, in a sustainable way. Each ingredient selection boosts the effects of **ReNeura Technology™** and enhances the healthy appearance of the skin, combating the dullness and dryness

associated with skin non-responsiveness. The appearance of fine lines is reduced, resulting in increased smoothness and a dewy-fresh glow that radiates from within.

SHISEIDO Essential Energy products contain:

- **Assam Tea Extract** and **Pearl Extract** to inhibit double carbonylation of the stratum corneum and the dermal proteins *
- **Scutellaria Baicalensis Root Extract** to suppress oxidation of lipids*
- **Citrus Unshiu Peel Extract** to promote the production of epidermal hyaluronic acid*

*in vitro test

SHISEIDO Essential Energy blends floral scents of rose and jasmine with fruity accents of fresh pear, rounded out by a soft final note of musky wood. A touch of sweet orange weaves through the elegant, feminine fragrance.

The packaging is inspired by the handcrafted tea bowls used in Japanese tea ceremonies, designed to appeal to the sense of touch with a natural fit into the palm. **SHISEIDO Essential Energy** comes in 64 unique shapes and graphic designs, each piece meticulously crafted and strenuously tested using psychological metrics to empirically prove its effectiveness in awakening the senses while delivering a sensation of comfort.

Join the global community and take the **SHISEIDO Essential Energy** challenge to experience how the power of touch can awaken your skin and senses, #myessentialenergy.

SHISEIDO Essential Energy will be launch globally starting January 2018.

SHISEIDO Essential Energy Product Line-up

Moisturizing Cream 50ml

Moisturizing Gel Cream 50ml

Day Emulsion 75ml SPF30 PA+++ (*Only available in Asia*)

Day Cream 50ml SPF20 (*Only available in Europe, Middle East & Africa and Americas*)

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