

**“Shiseido ULTIMUNE Power Infusing Concentrate”
from the global brand “SHISEIDO”:
The first step toward marketing reform**

Shiseido is promoting a marketing reform under the leadership of Masahiko Uotani, who became the new President from April 1st, 2014. The reform aims to intensively bolster brand strength. As the first step, “Shiseido ULTIMUNE Power Infusing Concentrate” (one item in two sizes - 30 ml 8,000 yen (8,640 yen including tax), 50 ml 12,000 yen (12,960 yen including tax)) will be sequentially released in overseas markets on Monday, September 1st, 2014. It is an essence that stands as the symbolic presence of the global brand “SHISEIDO” *1. This brand expands into the prestige cosmetics market of 89 countries and regions throughout the world. In Japan, the initial sales launch will be at the Isetan Shinjuku Store and the Hankyu Umeda Main Store on Friday, August 1st, 2014.

*1 Global brand “SHISEIDO”: in Japan, it is sold in department stores and on Shiseido’s website “Watashi Plus”.

Marketing Reform

Since assuming office as outside chief marketing advisor in May 2013, Uotani showed his roadmap for brand marketing that would create a new epoch for Shiseido. Firstly, he redefined the position of each brand, clarified Shiseido’s domains (its strengths and its fields), chose the global brand “SHISEIDO,” “ELIXIR,” and “MAQUILLAGE” as core brands, and set mid-term and long-term strategies for each brand. Now in FY2014, as the 16th President & CEO of Shiseido, Uotani is ready to start a phase necessary to realize this strategy. In the global market, Shiseido aims to grow its company to be an overwhelming presence. And, in the domestic cosmetic business, we will strive toward a brilliant revival. As the first step to reform, we will begin by strengthening the global brand “SHISEIDO.” With the company name as the brand name, its mission will be to symbolize Shiseido as a whole.

The Global Brand “SHISEIDO”

In January 2009, the global brand “SHISEIDO” has adopted the “SHISEIDO logo,” the “camellia trademark,” and the “SHISEIDO red” as identifiers of the brand. This helps to raise the presence of the brand in the global market, a market that experiences increasingly fierce competition. We have worked on creating coherent images for our products, advertisements, and physical stores. In 2009, “SHISEIDO” was sold in 69 countries and regions. However, after five years, the sales area has rapidly expanded to 89 countries and regions. Furthermore, it has become an important group brand that drives the growth of Shiseido’s overseas business. Therefore, in order to clarify our commitment to providing value to customers, and in order to strengthen the message of the brand, we have created the following brand statement.

[Brand statement] Because the Beauty is already in you.

This expresses our commitment to maximize the skin’s natural ability to renew and regenerate itself to be more beautiful. This ability resides in all women. It can be unleashed through Shiseido’s state-of-the-art human science and counseling with “Omotenashi.”


“Shiseido ULTIMUNE Power Infusing Concentrate”

“Shiseido ULTIMUNE Power Infusing Concentrate” is an item which stands as the symbolic presence of the revolution of the brand. Based on our new concept, boosting your “underlying beauty*2”,

this essence was developed from twenty years of dermatological research. By applying it every day in the morning and at night, it leads to strong skin that protects itself from various damaging factors such as dryness in the air.

*2 “Underlying beauty” refers to the skin’s natural ability to renew and regenerate itself to be more beautiful.

Product Overview

Product name, size, and price	Product features
<p>Shiseido ULTIMUNE Power Infusing Concentrate (essence)</p> <p>30 ml 8,000 yen (8,640 yen incl. tax)</p> <p>50 ml 12,000 yen (12,960 yen incl. tax)</p> 	<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Boosts your “underlying beauty”:</p> <p>An essence that creates strong and radiant skin that never allows itself to be damaged</p> </div> <ul style="list-style-type: none"> ○By combining ULTIMUNE complex *3, a protective element developed uniquely by Shiseido, your skin will feel lively again. ○With ULTIMUNE Power Infusing Concentrate, your skin will be smooth and firm skin. This leads to the small wrinkles that occur due to dryness becoming discreet *4, giving an impression of ageless vitality. ○In order to keep the surface of your skin healthy, ULTIMUNE Power Infusing Concentrate uses a hydro phyto force *5, which is a plant-derived moisturizing element. ○ULTIMUNE Power Infusing Concentrate leads to strong skin that protects itself from various damaging factors such as dryness in the air. ○With a fresh and clear green floral aroma, your daily skin care becomes delightful. ○Allergy tested. (We do not guarantee that this product is allergy-free for all people.) <p><How to use></p> <ul style="list-style-type: none"> ●Apply after lotion every day in the morning and at night. ●If you wish to use it together with another essence, use the ULTIMUNE Power Infusing Concentrate first. ●Push the dispenser twice (0.4 ml), and spread the essence evenly across your whole face. <p><small>*3 Carboxymethyl glucan Na, PEG/PPG-14/7 dimethyl ether, rose water, and glycerin (a moisturizing element for protecting skin) *4 Effect evaluation tests have been conducted. *5 Ginkgo leaf extract, perilla extract, wild thyme extract, PEG/PPG-17/4 dimethyl ether, and glycerin (a moisturizing element)</small></p>

The Package

A red color has been adopted, which is symbolic of the global brand “SHISEIDO.” It also represents the lively potential of the skin, which can boost the underlying beauty awakened by the product. Together with its gradation, it expresses an energetic power yearning to be released outward.