

## Shiseido Wins Top Award at IFSCC Conference 2017 in Seoul

Shiseido Company, Limited (“Shiseido”) hereby announces that Kazuyuki Miyazawa, Ph.D., won the top award in the Podium Presentation category at the IFSCC\*<sup>1</sup> Conference 2017, held from October 23 to 25, 2017 in Seoul, Korea. IFSCC is recognized as the world’s most authoritative meeting, where researchers compete by presenting technologies in the field of cosmetic science. Among the total of approximately 350 presentations made at the Conference, with 23 of them in the Podium Presentation category, the research presentation by Miyazawa “Development of a Shield Technology to Keep Off Air Pollutants” was given the top award.



The Podium Presentation Award  
winner:  
Kazuyuki Miyazawa, Ph.D.(center)

\*<sup>1</sup> IFSCC: The International Federation of Societies of Cosmetic Chemists

### Podium Presentation: Conference Award

Theme	“Development of a Shield Technology to Keep Off Air Pollutants”
Presenter	Kazuyuki Miyazawa, Ph.D., Advanced Research Center, Shiseido
Summary	<p>The hazardous effects on health of minute particles suspended in the atmosphere may be seen in diseases of the respiratory organs and cardiovascular system caused by pollen and PM 2.5 (fine particulate matter). We developed a technology to prevent such particles from clinging to the body or clothes in order for people to enjoy a higher quality of life and lifestyles of greater beauty. One of the major reasons why particles attach themselves is the static electricity generated by everyday movements. We developed a technology to suppress this adhesion of particles that uses a polymer to prevent static electricity generation and thus gently protects the body. This technology will be used in products that prevent secondary absorption as a result of breathing in particles that have already adhered to the body or the clothing, and keep the surface of the body and clothes clean, thus supporting a carefree everyday life with less physical and mental burden.</p>

### About IFSCC

IFSCC is an international organization dedicated to the development of highly functional and safe cosmetic technology through the world-wide cooperation of cosmetic societies. The conferences are held to present the world’s cutting-edge technologies related to cosmetics and skin, which are strictly evaluated by such criteria as novelty, independence, scientific evidence, and others.

Shiseido received its first IFSCC award in 1976, followed by 24 awards for discoveries in the field of dermatology as well as development of high-quality cosmetic products in the next 40 years - the largest number among cosmetics manufacturers globally\*2. Previously awarded technologies by Shiseido include "Smudge-proof lipstick," "Water-resistant sunscreen removable by soap," and many others that led to the development of cosmetic products now in use by consumers around the globe.

\*2 Shiseido Corporate Website: Introducing IFSCC Research Awards (<http://www.shiseidogroup.com/rd/ifsc/>)