



SHISEIDO to sponsor I-ISEF for Industries,
a side event of the Second International Space Exploration Forum (ISEF2)

The global brand SHISEIDO, which is sold in 88 countries and regions around the world, will sponsor a side event at the Second International Space Exploration Forum (ISEF2), hosted by the Cabinet Office, MEXT, METI and the National Institute of Space Advanced Research and Development (JAXA). Shiseido will sponsor at the platinum level of the side event I-ISEF for Industries of the Forum (ISEF 2). At this side event, SHISEIDO's researcher Dr. Junichi Hosoi, who has long been involved in research on the relationship between stress and the skin's immune system, will present the results of a joint research of SHISEIDO and JAXA on stress in closed-off environment simulating the International Space Station (ISS). SHISEIDO's exhibition booth will also exhibit the content of the joint research presented at the 63rd Annual Meeting of Japan Society of Aerospace and Environmental Medicine, and product introduction and sampling of SHISEIDO Ultimune Power Infusing Concentrate.

The side events to be carried out at the Second International Space Exploration Forum (ISEF2) include I-ISEF for Industries, which mainly covers the industry, and Y-ISEF for Young Professionals, S-ISEF for Students for high school students. Workshops, lectures and booth exhibitions will be held at each event to stimulate human resources development and promote space exploration.

【Event Details】

Name : I-ISEF for Industries

Date : March 2nd, 2018

Place : Westin Hotel Tokyo

Host : The Cabinet Office, MEXT, METI and JAXA

【About The International Space Exploration Forum (ISEF)】

The International Space Exploration Forum (ISEF) is a meeting for dialogue among ministers and other high-level government representatives targeted at promoting international collaboration in space exploration.

【Joint research of Shiseido and JAXA】

In 1998, Shiseido started an experiment on the anti-stress effect of aroma in space, extracting the scent of a rose that bloomed in space, and reproducing it back on the earth in partnership with JAXA's predecessor, NASDA, the National Space Development Agency of Japan.

Press Release URL: https://www.shiseidogroup.jp/newsimg/archive/0000000000123/123_f3q13_jp.pdf

(Japanese only)

In 2009, Shiseido provided makeup guidance during the No Gravity Dance performance in the ISS Japanese Experiment Module Kibo.

In 2010 and 2011, Shiseido participated in an experiment on the creation of nanoskeletons under microgravity conditions, focusing on the microgravity environment in the Experiment Module Kibo.

【About SHISEIDO Ultimune Power Infusing Concentrate】

SHISEIDO Ultimune Power Infusing Concentrate has won 116 beauty awards globally to date. It strengthens the skin's natural powers of defense, enabling it to build its own beauty. It enhances the benefits of skincare routines that follow. Smooth, supple, and with fewer fine lines - skin radiates with a healthy look.



SHISEIDO Ultimune Power Infusing Concentrate

50mL 12,000 yen (without tax)

30mL 8,000 yen (without tax)

Refill 50mL 11,500 yen (without tax)

■SHISEIDO <http://www.shiseido.co.jp/gb/> (Japanese Only)