

**New SHISEIDO Makeup Collection
Featuring Skincare-like Light Textures and Bold Colors
to Launch on Saturday, September 1, 2018**

–Color items to makeup tools in a new lineup. Makeup reimagined–

Shiseido Company, Limited (Shiseido) is launching a new makeup collection worldwide (21 products, 124 shades) starting from Saturday, September 1, 2018. The collection comes under the Brand SHISEIDO, which is distributed in 88 countries and regions across the world.

- ◆ The new SHISEIDO Makeup realizes a weightless yet lasting finish, and makes a statement with bold, impactful colors.
- ◆ Delicate lightweight textures achievable only with Japan quality feel almost like skincare products. Items are classified into four reimagined textures—Gels, Dews, Inks, and Powders.
- ◆ Packaging themed on MODERN JAPANESE with slim componentry and a lacquered red line.



Background of the development

Shiseido has been nurturing its strong global brands under the framework of Centers of Excellence (COEs), which is a part of the company's mid-to-long-term strategy, VISION 2020. Each product category is led by the region that excels in that category, and the designated CEOs—Skincare COE in Japan, Makeup and Digital COEs in the Americas, and Fragrance COE in EMEA—take the lead in strategic planning and product development.

The new SHISEIDO Makeup is the first collection developed by the Makeup COE based in New York. The collection theme is VISIBLE FEELS INVISIBLE. It offers delicate lightweight textures that can be achieved only with Japan quality and feel almost like skincare products. The items are weightless but lasting, and make a statement with bold, impactful colors. Furthermore, the SHISEIDO Makeup collection is categorized into four reimagined textures—Gels, Dews, Inks, and Powders, instead of the traditional categories of face parts such as eyes and lips. Its packaging is also uniquely developed with some of the slimmest componentry on the market and a lacquered red line, embodying the concept of MODERN JAPANESE.

【Product list】

<GELS>

Product Name	Category	Shade	Net weight	Suggested retail price, JPY
SHISEIDO VisionAiry Gel Lipstick	Lipstick	28 shades	1.6 g	3,600 (3,888 incl. tax)
SHISEIDO ColorGel LipBalm	Lipstick	10 shades	2 g	3,500 (3,780 incl. tax)
SHISEIDO Crystal GelGloss	Lip gloss	1 shade	9 ml	3,500 (3,780 incl. tax)

<DEWS>

Product Name	Category	Shade	Net weight	Suggested retail price, JPY
SHISEIDO Aura Dew Face, Eyes, Lip	Blush/ Eyeshadow/ Lip color	3 shades	4.8 g	3,600 (3,888 incl. tax)

<INKS>

Product Name	Category	Shade	Net weight	Suggested retail price, JPY
SHISEIDO KajalInk Artist	Eyeshadow/ Eyeliner/ Eyebrow definer	10 shades	0.8 g	2,200 (2,376 incl. tax)
SHISEIDO LacquerInk LipShine	Lip gloss	12 shades	6 ml	3,500 (3,780 incl. tax)
SHISEIDO MicroLiner Ink	Eyeliner	5 shades	0.08 g	3,500 (3,780 incl. tax)
SHISEIDO ArchLiner Ink	Eyeliner	1 shade	0.4 ml	3,500 (3,780 incl. tax)
SHISEIDO Brow InkTrio	Eyebrow definer	4 shades	Pencil 0.06 g, Powder 0.25 g	3,000 (3,240 incl. tax)
SHISEIDO ImperialLash MascaraInk	Mascara	1 shade	8.5 g	3,800 (4,104 incl. tax)
SHISEIDO ImperialLash MascaraInk Waterproof	Mascara	1 shade	8.5 g	3,800 (4,104 incl. tax)

<POWDERS>

Product Name	Category	Shade	Net weight	Suggested retail price, JPY
SHISEIDO Minimalist WhippedPowder Blush	Blush	8 shades	5 g	4,000 (4,320 incl. tax)
SHISEIDO InnerGlow CheekPowder	Blush	8 shades	4 g	4,000 (4,320 incl. tax)
SHISEIDO ModernMatte Powder Lipstick	Lipstick	24 shades	4 g	3,600 (3,888 incl. tax)
SHISEIDO Essentialist Eye Palette	Eyeshadow	8 shades	5.2 g	4,000 (4,320 incl. tax)

<TOOLS>

Product Name	Category			Suggested retail price, JPY
SHISEIDO DAIYA FUDE Face Duo	Makeup tool	1 type		4,800 (5,184 incl. tax)
SHISEIDO MARU FUDE Multi Face Brush	Makeup tool	1 type		3,500 (3,780 incl. tax)
SHISEIDO HASU FUDE Foundation Brush	Makeup tool	1 type		2,000 (2,160 incl. tax)
SHISEIDO NANAME FUDE Multi Eye Brush	Makeup tool	1 type		2,800 (3,024 incl. tax)
SHISEIDO YANE HAKE Precision Eye Brush	Makeup tool	1 type		2,200 (2,376 incl. tax)
SHISEIDO Eyelash curler * Refill pads available (150 JPY (162 JPY incl. tax))	Makeup tool	1 type		1,000 (1,080 incl. tax)

- Brand SHISEIDO website <https://www.shiseido.com/>