SHISEIDO

Press Release

Creating a new market through the integration of foundation and medicated skincare
~Introduction of Shiseido "Medicated Care-Hybrid Foundation"~

Shiseido "Medicated Care-Hybrid Foundation" logo

Shiseido Company, Limited ("Shiseido") will promote the new beauty practice of "skin conditioning for women who wear foundation for 3,500 hours a year*[1]" through "Medicated Care-Hybrid Foundation*[2]" across multiple brands, starting on Thursday, March 21, 2019.

■Special site for Medicated Care-Hybrid Foundation (Japanese): https://www.shiseido.co.jp/carehybridfd/

Background

Our survey found that women wear foundation for as many as 3,500 hours every year. However, about 60% of respondents hold a negative impression that foundation is not good for the skin, with some not using it or suspending its use.*[3]

Shiseido aims to turn this negative impression into a positive one and make those 3,500 hours a richer time for all consumers, including those who wear foundation regularly and those who do not.

To that end, we created "Medicated Care-Hybrid Foundation." With the motto of "improving one's skin complexion with 3,500 hours of foundation time," we will provide a new option for foundation to consumers and create a new market.

*1 Shiseido Survey: 20,000 female respondents nationwide, aged 15-69; Average time wearing foundation: at least 5 days a week, 8 hours a day.

*2 A quasi-drug foundation with a combination of foundation and medicated skincare.

*3 Shiseido Survey: 4,123 female respondents nationwide, aged 15-69; Internet Survey, July 2018.

Overview of Shiseido "Medicated Care-Hybrid Foundation"

Shiseido "Medicated Care-Hybrid Foundation" is a foundation that provides medicated skincare effects for a more beautiful complexion and a beautiful finish. We will launch a lineup of diverse combinations (desired skincare effects and finishes) through our various brands.

We will begin with *d program* (care for rough skin with a smooth finish) and *HAKU* (medicated brightening care with coverage for a bright finish).

* For inquiries regarding this press release, please contact our toll-free number (Japan only): 0120-81-4710