

Press Release

“Shiseido Life Quality Beauty Center” Opens in Singapore

Shiseido Company, Limited (“Shiseido”) opened its new "Shiseido Life Quality Beauty Center" in Singapore in May 2019 to give makeup advice for those who have skin concerns such as discoloration including birthmarks and vitiligo, skin unevenness (scars and burns, etc.) and appearance changes due to the side effects of cancer treatment.

The Shiseido Life Quality Beauty Center promotes activities centering on Ginza, Tokyo, the birthplace of Shiseido, and is further developing globally with this opening in Singapore, which follows Shanghai, Hong Kong and Taiwan as an overseas base, in a bid to support people with various skin concerns and fulfill their day-to-day lives.

In addition, Singapore will see the release of 12 colors in the Perfect Cover Foundation MV series, featuring five new colors in addition to the original seven released in 2017, suited to a variety of skin tones.

In 2019, Shiseido formulated its new corporate mission, "BEAUTY INNOVATIONS FOR A BETTER WORLD". As part of the Company’s activities toward the realization of a sustainable society, the Shiseido Life Quality Beauty Center will promote appearance care* for people with skin concerns around the globe based on the spirit of "serving our customers through beauty and wellness" as a fundamental principle of its corporate activities. *Appearance care: special cover makeup for people with serious skin concerns and appearance changes due to the side effects of cancer treatment.

The beginning of Shiseido Life Quality Makeup

Shiseido has always aimed to help realize the beauty of every consumer and enrich their hearts, utilizing its cosmetics research results it has accumulated via both hardware and software since its foundation.

In postwar Japan, there were many people who had suffered wartime burns. In response, Shiseido released “Spots Cover” in 1956 with the intention of healing the hearts of those with serious concerns over such burns and scars. Since then, reflecting its unwavering commitment, Shiseido has engaged in the improvement of QOL (Quality of Life) through Shiseido Life Quality Makeup, including the “Perfect Cover Foundation” series released in 1995, which naturally covers various skin problems with the application of light technology (complementary color).

Singapore Shiseido Life Quality Beauty Center

The Center gives advice on the best suited makeup methods and cosmetic products to those suffering from serious skin concerns, offering one-on-one counseling free of charge in a space where the visitor’s privacy is protected. The Perfect Cover Foundation MV series, which is used in providing makeup advice, will be sold at the Center.

【Shiseido Life Quality Beauty Center】

【Location】 182 Cecil Street #15-03 Frasers Tower Singapore 069547

【Reservations】 +65 6430 9969 / SLQC@shiseido.com.sg

(Available by reservation only)

