

## **Shiseido Beauty Salon Concept Shiseido Salon & Spa Ginza**

### **Opening at the GINZA GLASSE Urban Shopping Complex in 3-chome Ginza**

Shiseido Co., Ltd.'s wholly owned subsidiary, Shiseido Beauty Salon Co., Ltd. (Head Office: Higashi-Shimbashi, Minato-ku, Tokyo; President & CEO: Atsushi Fukuda), opened the Shiseido Salon & Spa Ginza on the fourth floor of GINZA GLASSE, a new urban shopping complex in the 3-chome area of Tokyo's Ginza district on April 23, 2008.

The facility, which combines a hair and makeup salon with an esthetic spa that provides facial and body treatments, is poised to offer new value as one of the flagship stores that will drive the company's brand image.

### **History of Shiseido Beauty Salon**

Shiseido Beauty Salon was founded in 1922 to provide services including *kamiyui* (traditional hairstyling), facial beauty treatments and nail care. A salon opened by the company in Tokyo's Shibuya district in 1956 won over women who were dissatisfied with the conventional salons of the day. It had a significant influence on the development of salons in Japan by becoming the country's first such establishment to offer a comprehensive range of services including not only haircuts and perms but also makeup, skincare and kimono dressing. The company went on to open branches in department stores and hotels in major Japanese cities. Over its 85-year history, Shiseido Beauty Salon has developed a broad and loyal base of customers by continuing to provide new beauty services and information from a customer-oriented perspective.

### **Overview of Shiseido Salon & Spa**

In November 2004, the company opened Shiseido Salon & Spa Osaka in Herbis Plaza Ent, a shopping mall in Osaka's Nishi-Umeda district. It was the first Shiseido Salon & Spa, a new concept that combines a hair and makeup salon with an esthetic spa under the theme of "the beauty of each individual, the beauty of every age." The establishment is designed to meet the needs of men and women with a heightened sense of beauty and the desire to create their own lifestyles.

In addition to opening a special bridal room and offering bridal makeup services for that most glamorous day in a woman's life, Shiseido Salon & Spa Ginza is pioneering a new level of service by providing skincare and hair care services with a combination of reliable technology and ultimate hospitality that allow customers to age beautifully.

### **Shiseido Salon & Spa Ginza**

Opened:	Wednesday, April 23, 2008
Location:	Fourth floor of GINZA GLASSE 3-2-15 Ginza, Chuo-ku, Tokyo
Floor space:	Approx. 467 m <sup>2</sup>
Facilities:	19 hairstyling stations 9 shampoo stations 1 head spa 5 esthetic booths 1 spa room 1 bridal room
Business hours:	11:00 a.m. to 9:00 p.m.
Employees:	26