

Shiseido and Panasonic Collaborate in Product Development of *Ultrasonic Beauty Device Handy Mist*

Shiseido Co., Ltd. has collaborated with Panasonic Corporation (hereafter “Panasonic”) in product development for creating a special size of *Shiseido AquaLabel Moisture Lotion (S)* for Panasonic’s *Ultrasonic Beauty Device Handy Mist (EH-SM30)*, which will be released on November 1, 2011.

Overview of *Ultrasound Wave Handy Mist (EH-SM30)*

Recently in Japan, mobile beauty devices called “*MOBA BEAU*” that women can easily carry around have attracted a great deal of attention. *Ultrasonic Beauty Device Handy Mist* is compact and portable and easy to use to moisturize dry skin wherever you go.

Simply fill up the tank of the handy mist with *AquaLabel Moisture Lotion (S)*, a skin lotion from Shiseido’s core *AquaLabel* self-selection skincare brand released in 2006 and renewed in 2009, and turn on the device to release a spray of micro-sized [fine] mist through an ultrasonic micro vibrating mesh. When the mist is applied around a dry part of the skin, it is as if air wraps around the skin, supplying moisture to the skin in 30 seconds. The amount of the mist released can be controlled by switching to a HIGH or LOW setting, and can be applied around the face and shoulders (neck) and other body areas. Since it is battery-powered, 14cm long and compact, the device is easy to carry around and able to easily care for areas of concern for dry skin.

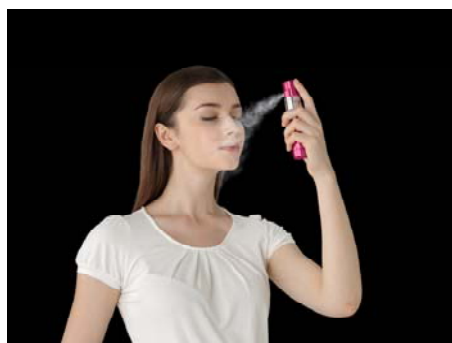
AquaLabel Moisture Lotion (S) in a 30ml special size is included as a set package with *Ultrasonic Beauty Device Handy Mist (EH-SM30)* at the time of purchase. After using up the lotion, refills are available at stores.



Ultrasonic Beauty Device Handy Mist (EH-SM30) (Vivid Pink)
(Open Price)



AquaLabel Moisture Lotion (S) 30ml
(Special size for handy mist)



Supplies moisture to the skin
wherever you go

Background of Collaboration

Panasonic has been leading the beauty home electric appliance market by releasing a portable electric toothbrush and mobile hair iron, which were precursors of mobile beauty devices that were easy to carry around anywhere and handy. Panasonic will also expand its beauty device lineup through developing products for women with dry skin concerns.

With regard to developing *Ultrasonic Beauty Device Handy Mist*, Shiseido’s proven product safety

and effectiveness in caring for skin have earned the trust of Panasonic, thereby leading to the realization of this collaboration at this time.

In the process of developing the product, Panasonic chose *AquaLabel Moisture Lotion (S)* from among one of many of Shiseido skin lotion products. The lotion was the most suitable for meeting the optimal conditions for spraying and thus was used in commercializing Panasonic’s product.


MOBA BEAU

MOBA BEAU is short for “mobile beauty devices.” The word is popular among working women in Japan and refers to mobile beauty devices such as facial beauty devices that include mist-spraying types to retain skin moisture and non-electric-powered roller type devices to maintain blood circulation. Small, easy-to-take-along hair dryers and hair irons are also popular items.

Reference Material

AquaLabel made its debut in 2006 as a self-selection skincare brand for the Japanese market. Since then, three lines—moisturizing, whitening and anti-aging care—have been developed. Each of these lines deploys base makeup products that include skincare and foundation and base products. *AquaLabel* is currently sold mainly in Asia in seven countries and regions (Japan, China (including Hong Kong), Taiwan, Korea, Singapore, Malaysia and Thailand).

[Product Summery]

Product Name	Feature of product
<p><i>AquaLabel Moisture Lotion (S)</i> <Skin Lotion></p> <div data-bbox="381 1229 467 1494">  </div> <p>200ml</p>	<ul style="list-style-type: none"> ● Adheres smoothly, penetrates quickly into dry skin and increases moisture density. Fills up the horny layer with moisture and makes skin supple and resilient. ● Formulated with moisturizing ingredient Collagen GL (water-soluble collagen, glycerin), W Hyaluronic Acid (sodium acetyl hyaluronate, sodium hyaluronate). ● Light rose-scented mist ● No listed retail price*

* Estimated market price: 1,680 yen