



Freeing Women from the Hassle of Removing Makeup!  
A Next-Generation Makeup Base that Totally Transforms the Makeup Routine

**Shiseido's Fullmake Washable Base**  
**The World's First<sup>\*1</sup> Next-Generation Makeup Base that Allows Makeup Applied**  
**over the Base To Be Washed off Using Only Warm Water!**  
**Pre-sold via Shiseido's "watashi+" Website Starting December 12 (Wed), 2012**  
**Launched at Stores from Early March 2013**

Starting Wednesday, December 12, 2012, Shiseido Co., Ltd. will launch Fullmake Washable Base (one type of product; one item), the world's first makeup base that allows makeup applied over the top to be washed off using only warm water<sup>\*1</sup>. The product was developed with the goal of freeing women from the stress of having to use a dedicated removal item when removing makeup. Fullmake Washable Base will be available for pre-purchase via Shiseido's website "watashi+" from December 12 (Wed), 2012, ahead of other sales channels, for the price of 1,000 yen (1,050 yen including tax). It will also be sold at stores through FT Shiseido Co., Ltd. from early March 2013.

The next-generation makeup base helps create a flawless cosmetic finish while allowing makeup to be washed off without using a makeup remover. After basic skincare steps, apply this makeup base before applying makeup. When it is time to remove your makeup, just scrub your face with warm water and the makeup, along with the makeup base beneath, will detach from the skin and glide off smoothly.

Fullmake Washable Base saves women from the stressful hassle of having to use a makeup remover. Thanks to the total transformation of the makeup routine achieved by this product, users can feel more relaxed about wearing makeup, knowing that their skin can easily be restored to its natural state.

<sup>\*1</sup> Source: Research by Shiseido using database formulated by Mintel Japan, Inc.



## Product Outline

One type of product; One item

Name of Product	Category	Content	Price
Shiseido Fullmake Washable Base Marketed under the name of S Fullmake Washable Base	Makeup base/ Lipstick base	35 g	On “watashi+” website: 1,000 yen (1,050 yen including tax) At stores: Not set

Customer inquiries: 0120-30-4710 (Free call)

### Market background

In recent years, consumers have become more time conscious, desiring to use their time wisely and efficiently in order to lead fulfilling and productive lives. This trend is apparent, for example, in increased interest in achieving optimum work-life balance or making effective use of the morning hours by getting up earlier, known as *Asakatsu*, or morning activities.

In a questionnaire survey on “free time on work days,”<sup>\*2</sup> the majority of respondents (73%) stated that they mainly enjoyed free time at “night after returning home from work until going to bed.” Their free time was spent “taking a long bath” (44.1%), “on the computer (e.g., using the Internet)” (33.8%), and “watching television or listening to the radio” (26.0%). More than 60% of these respondents, however, wished that they had more free time in the evening.

Wanting more free time, survey respondents felt that removing their makeup at the end of the day was the most cumbersome step in their entire skincare routine.<sup>\*3</sup> Notably, more than 60% of female respondents in their 20s to 40s indicated that makeup removal was a step in their skincare routine they wanted to get done as quickly as possible.<sup>\*3</sup> Also, more than 41% of female respondents had gone to bed at least once without removing their makeup, with as many as 21% of them doing so at least once a week.<sup>\*3</sup>

To respond to such values and lifestyle needs of modern-day women, Shiseido developed Fullmake Washable Base, the next-generation makeup base that allows makeup to be washed off using only warm water, eliminating the need for a makeup remover. Offering a total transformation of the makeup routine, the product saves women from the stressful hassle of removing makeup at the end of the day, and adds a few precious extra minutes to their free time before bed.

<sup>\*2</sup> Source: Voluntary report by Cross Marketing Inc., January 2011: *How free time is spent on workdays: Consumer awareness survey on health and beauty*. Respondents: 1,200 male and female adults (out of which 800 were female)

<sup>\*3</sup> Internet survey by Shiseido in 2012. Respondents: 319 women in their 20s to 60s

### Product features

Based on proprietary technology, Shiseido has developed Veil Action Polymer<sup>\*4</sup>, a substance that is hydrophobic to cold water but hydrophilic to warm water, and adopted it as an ingredient for Fullmake Washable Base. When blended with warm water, Veil Action Polymer works to detach the Fullmake Washable Base from the skin, allowing the foundation, along with eye and lip (point) makeup, to be washed off easily, together with the base. As a makeup base, Fullmake Washable Base helps smooth out unevenness and fine wrinkles, helps foundation, eye color, and lipstick adhere tightly to the skin and lips, and illuminates the skin with a natural glow. Also containing hyaluronic acid, the product spreads smoothly and comfortably on the skin, hydrating it and offering protection from dryness.

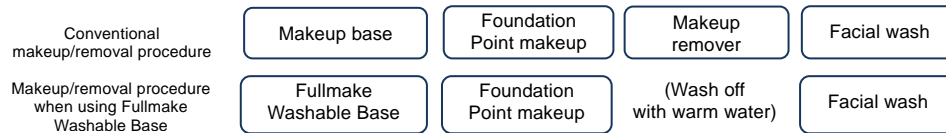
<sup>\*4</sup> Shiseido’s proprietary film-forming agent developed under a revolutionary concept

### Environmental contribution by Fullmake Washable Base

As Shiseido's Fullmake Washable Base eliminates the need for a makeup remover, using the product will reduce the environmental impact of the entire makeup/removal procedure, from applying makeup base to scrubbing the face with a facial wash. To calculate how much environmental impact the product can reduce, the amount of water consumed throughout the life cycles of the various products was measured using the water footprint method<sup>\*5</sup> for both the conventional makeup/removal procedure and the makeup/removal procedure using Fullmake Washable Base<sup>\*6</sup>. When the results were compared, it was found that about 1.6 liters<sup>\*7</sup> of water could be saved each time Fullmake Washable Base is used<sup>\*8</sup>.

<sup>\*5</sup> A method of calculating the amount of water consumed over the entire life cycle of a product, from procurement of ingredients to production, disposal, and recycling, and quantitatively assessing its environmental and social impact. All water directly and indirectly consumed, including water used for cultivating the ingredient plants and manufacturing the products, is included in the calculation.

<sup>\*6</sup> Comparison of conventional makeup/removal procedure and makeup/removal procedure adopting Fullmake Washable Base





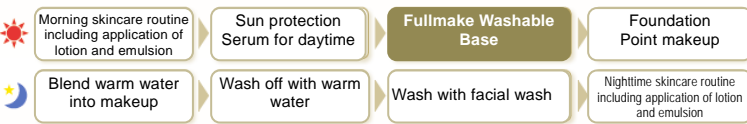

<sup>\*7</sup> By using one tube of Fullmake Washable Base (35 g), about 90 liters of water, equivalent to approximately 180 500-liter PET bottles, can be saved.

<sup>\*8</sup> This calculation result was verified by a third party: Norihiko Itsubo, Associate Professor, Faculty of Environmental and Information Studies, Tokyo City University. The numerical amount is not based on water consumption by consumers at home.

### Promotional sales measures

TV commercials will be rolled out following the launch of Fullmake Washable Base at stores in March 2013. The sales network will include drugstores, mass merchandise stores, and convenience stores, among others, nationwide.

## Outline of product

Name of product / Content	Product features
<p>Shiseido Fullmake Washable Base</p> <p>Marketed under the name of S Fullmake Washable Base</p> <p>Makeup base / Lipstick base</p> <p>35 g</p> <p><b>Price on “watashi+” website</b> 1,000 yen (1,050 yen including tax) To be pre-sold via website</p> <p><b>Price at stores</b> Not set</p>  	<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>A next-generation makeup base that helps create a flawless makeup finish and allows makeup applied over it to glide off easily using only warm water.</p> </div> <p><b>Functionality that allows simple and quick removal of makeup</b></p> <ul style="list-style-type: none"> <li>• A makeup base that allows makeup to be washed off together with the base using only warm water.</li> <li>• To be used after morning skincare routine, before applying makeup.</li> <li>• Makeup can be removed by simply scrubbing the face with warm water, eliminating the need to use a dedicated remover.</li> </ul> <p><b>Functions as a makeup base</b></p> <ul style="list-style-type: none"> <li>• Helps foundation and eye and lip (point) makeup adhere tightly and last longer.</li> <li>• Lightly evens out the skin to deliver a flawless cosmetic finish. <ul style="list-style-type: none"> <li>- Contains brightening powder and smoothing powder</li> </ul> </li> <li>• Hydrates the skin to protect it from dryness <ul style="list-style-type: none"> <li>- Contains hyaluronic acid for moisturization</li> </ul> </li> <li>• Can be used as a lipstick base.</li> </ul> <p><b>When to apply</b></p>  <p><b>How to apply</b></p> <ul style="list-style-type: none"> <li>• Apply after morning skincare routine, before applying foundation.</li> <li>• Use an amount about the size of two pearls for the entire face.</li> </ul> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px auto; width: fit-content;">  x 2 Pearl-sized ball </div> <ul style="list-style-type: none"> <li>• Take the product on the palm and dot two or three spots onto each cheek, the upper eyelids, forehead, nose, and chin.</li> <li>• Spread evenly across the entire face using the pads of the fingers.</li> <li>• When the makeup base has been smoothed across the skin and has dried out, apply desired foundation and eye and lip (point) makeup.</li> </ul> <p><b>How to remove</b></p> <ul style="list-style-type: none"> <li>• Dab warm water of about 40°C on the face by lightly pressing with the palms. Thoroughly blend the warm water into the makeup, and gently stroke off.</li> </ul>

- Wash off makeup around the eyes and nostrils with gentle, careful strokes.
- Wash off sebum and other impurities with facial wash.

#### Warnings

- Eyeliner, foundation, and other makeup that are waterproof may not come off easily with only warm water. In this case, please use a specialized makeup remover.
- Makeup may rub off due to perspiration. Waterproof makeup applied over the product may wear off more easily than usual.