

## Shiseido Wins the 5th Consecutive Top Award at the 28th IFSCC Congress

The Total Number of Top Awards and Awards amounts to 23,  
Achieving the Globally Largest Number

Shiseido Co., Ltd. won the "Top Award" in the Poster Presentation category at the "28th IFSCC<sup>\*1</sup> Congress" held on October 28 - 30, 2014 in Paris, France. IFSCC Congresses are recognized as the most authoritative meeting in the cosmetic-related science field, in which cosmetic chemists from around the world gather for research presentations.

This is the fifth consecutive year following the 24<sup>th</sup> - 27<sup>th</sup> IFSCC Congresses for Shiseido to win top awards. With the inclusion of the awards won at the "IFSCC Conferences"<sup>\*2</sup>, which convene in odd-numbered years when the IFSCC Congresses are not held, this marks 23 awards (including 19 top awards)<sup>\*3</sup> in total, which is the largest number of accolades received globally by a cosmetics manufacturer beyond all competitors. Research presentations at the IFSCC Congress are reviewed by the leading persons engaged in cosmetics research in respective countries worldwide according to research content and results. In addition to the spirit of research innovation as well as the precision of the research process and details such as effects and mechanisms, the "top awards" are selected through various assessments including making a broad contribution to the expansion of cosmetics development thereafter.

At this year's Congress, there were a total of 542 research presentations (78 entries in the Oral Presentation and 464 entries in the Poster Presentation)<sup>\*4</sup> from 27 countries throughout the world. For top awards, one research work was respectively awarded for each category of the Basic Research (Oral), Applied Research (Oral) and Poster Presentation.

\*1 IFSCC: The International Federation of Societies of Cosmetic Chemists

\*2 The "IFSCC Conference" is held in odd-numbered years with the objective of enhancing young researcher education and increasing the awareness of developing country members.  
Since 2003, the single most outstanding research presentation is awarded the top honor at the IFSCC Conference, and Shiseido has previously won four top awards in total.

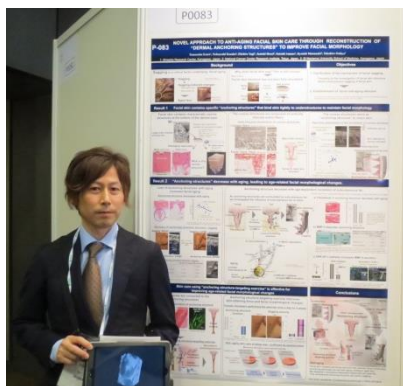
\*3 Top awards received by Shiseido are listed in [Appendix Table].

\*4 Based on the official program announced by the secretariat of the 28th IFSCC Congress via its website

### Outline of Presentation Receiving "Top Award"

[Theme]	NOVEL APPROACH TO ANTI-AGING FACIAL SKIN CARE
[Presenter]	Tomonobu Ezure, Senior Scientist (Cosmetics Basic Research Center), Shiseido Research Center
[Summary]	We elucidated that "sagging" and "nasal-labial folds", which become more visible due to aging, are related to decrease in skin elasticity. Facial shape drastically changes with aging;

and sagging and nasal-labial folds, which have been the concern for many women, are formed. As a result of the joint research with Mr. Kyoichi Matsuzaki, who is Associate Professor of St. Marianna University School of Medicine, and Mr. Takahiro Ochiya, who is Chief of Division of Molecular and Cellular Medicine, National Cancer Center Research Institute, it was elucidated that one of the major factors is the fact that decrease in skin elasticity due to aging makes it difficult to support facial shape. By further advancing this result, we will develop new skincare cosmetics.



**Senior Scientist Ezure making the presentation**



**Senior Scientist Ezure at the award ceremony (2<sup>nd</sup> from the left)**

#### IFSCC and Shiseido

In 1959, cosmetic chemists from eight countries founded the IFSCC with the aim of sharing international information for the development of cosmetics technologies. The organization currently has approximately 15,700 members in 47 countries. IFSCC Congresses are held once every two years. Research presentations generally include a few hundred of entries, with the total participants exceeding 1,000. The congresses are the world's most prestigious forums for the presentation of research related to cosmetics and skin. Furthermore, at the "IFSCC Conference" which is held in odd-numbered years with the objective of enhancing young researcher education and increasing the awareness of developing country members, the single most outstanding research presentation has been also awarded the top honor since 2003.

Shiseido received 19 top awards in total at the IFSCC Congresses and Conferences including this time, making this the largest number of awards received globally by a cosmetics manufacturer.

This accomplishment suggests that Shiseido's research and development is leading the world's cosmetics industry. At the same time, these results signify that Shiseido's accumulated technologies, which have been creating safe, reliable and high quality products that no other competitors can imitate, have obtained high recognition.

[Appendix Table]

1. Top Awards Received by Shiseido at IFSCC Congress

No. of receiving times	Year	Congress	Location	Award	Theme	Presentation Form
1	1976	9th Congress	Boston, USA	Top Award	Research into, and application of, water-in-oil emulsions stabilized with amino acids or their salts	Oral Presentation
2	1980	11th Congress	Venice, Italy	Award	Antimicrobial activity of butylparaben in relation to its solubilization behaviors by nonionic surfactants	Oral Presentation
3	1984	13th Congress	Buenos Aires, Argentina	Award	Development of a scientific method for classification of facial skin types	Oral Presentation
4	1986	14th Congress	Barcelona, Spain	Top Award	Development of a new type of colored nacreous pigment	Oral Presentation
5	1988	15th Congress	London, UK	Top Award	Elucidating body malodor to develop a novel body odor quencher	Oral Presentation
6	1990	16th Congress	New York, USA	Top Award	Development of a new W/O-type nail enamel	Oral Presentation
7	1992	17th Congress	Yokohama, Japan	Top Award	Measurement method of efficacy of anti-dandruff cosmetics and development of a new active commercial product	Oral Presentation
8				Award	Development of photochromic titanium dioxide and its application to make-up foundation	Oral Presentation
9	2000	21st Congress	Berlin, Germany	Top Award	Research related to dermal-epidermal basement membrane care	Oral Presentation
10				Top Award	Development of super-rapid drying "dip in water" nail enamel	Poster Presentation
11	2002	22nd Congress	Edinburgh, UK	Top Award	Development of "Skincare Powder" as an ingredient inhibiting dry skin	Oral Presentation
12	2006	24th Congress	Osaka, Japan	Top Award	How can we improve the appearance of conspicuous facial pores?	Poster Presentation
13				Award	Identification of a regulatory molecule in keratinocyte denucleation and its relevance to barrier disruption	Oral Presentation
14	2008	25th Congress	Barcelona, Spain	Top Award	Development of high water-resistant /detergent-washable powder coated with a pH-responsive polymer and its application to suncare products	Oral Presentation
15	2010	26th Congress	Buenos Aires, Argentina	Top Award	Characterization and regulatory mechanism of bleomycin hydrolase as a natural moisturizing factor (NMF)-generating enzyme in human epidermis	Oral Presentation

16				Top Award	Development of lipstick that barely leaves a color mark on cups using two-phase separation mechanism	Oral Presentation
17				Top Award	A novel, self-assembled structure for transparent, reversibly deformable oil gels and its application to cosmetics	Poster Presentation
18	2012	27th Congress	Johannesburg, South Africa	Top Award	Non-invasive in situ assessment of structural alteration of human dermis caused by photoaging using a novel collagen-specific imaging technique	Oral Presentation
19 (Currently awarded)	2014	28th Congress	Paris, France	Top Award	Novel approach to anti-aging facial skin care	Poster Presentation

## 2. List of Top Awards Received by Shiseido at IFSCC Conference

No. of receiving times	Year	Location	Award	Theme	Presentation Form
1	2005	Florence, Italy	Top Award	Optical Rejuvenating Makeup Using an Innovative Shape-Controlled Hybrid Powder	Oral Presentation
2	2011	Bangkok, Thailand	Top Award	Development of self-dissolving microneedles consisting of hyaluronic acid as anti-wrinkle treatment	Oral Presentation
3	2013	Rio de Janeiro, Brazil	Top Award	Visualization of water distribution in facial skin using novel high-sensitivity water imaging systems and application to cosmetics evaluation	Oral Presentation
4			Top Award	The role of heparan sulfate at the dermal-epidermal junction in hyperpigmentation	Poster Presentation