

Environmental policy

Shiseido Eco Policy

Since 1992, when the Company adopted the Shiseido Eco Policy, a set of guidelines detailing how environmental considerations should weigh on management decisions, environmental protection has been a key effort in all of Shiseido's business activities.

Shiseido Eco Policy

In order to undertake efforts to preserve the global environment in all of Shiseido's business activities:

1. Consider the environment and use natural resources and energy with great care
2. Promote the development and application of new technologies that do not place a burden on the environment
3. Aim to raise the level of employee awareness toward environmental protection
4. Endeavor to work closely with local communities and society

For "The Preservation of the bounty of the Earth"

Our corporate name is derived from a passage in the Yi Jing, a Chinese classic text, which reads, "至哉坤元 万物資生" (Praise the virtues of the Earth, which nurtures new life and brings forth significant values).

As this passage suggests, respecting and valuing the global environment is the basis of Shiseido's existence.

To praise the virtues of the Earth, discover new values, and serve society are the missions of Shiseido, which receives blessings from the Earth. Today, this bounty is being lost at a rapid pace, casting into doubt our ability to pass it down to future generations. Shiseido has returned to its roots and reaffirmed the importance of conducting its business while acting as good steward of the Earth's bounty. We have embraced a "new Policy on Biodiversity" that places "the preservation of the bounty of the Earth" at the core of our environmental activities. This policy complements the first principle of the Shiseido Eco Policy ("Consider the environment and use natural resources and energy with great care"). Shiseido is pursuing the three principles of "conserving biodiversity (i.e., preserving the bounty of the Earth)," "reducing CO₂ emissions," and "reducing use of resources." We aim to achieve a sustainable society through these principles.

■ Biodiversity at Shiseido

Shiseido is grateful for the benefits of the Earth, the source of new values. Recognizing that the resources of the Earth are limited, we will use them wisely and fairly for the sake of future generations. Working proactively for their conservation, we will strive to realize a sustainable society.

Meanwhile, we have consolidated our thoughts regarding "fresh water resources" as following, in 2013.

We will aim for sustainable water use with respecting the healthy water circulation and the water-related culture practices of the local community. First, we will create an understanding of the actual situation of our water use through the value chain of our business activities. Then, based on it, we will work towards minimizing the impacts on the water circulation and the local water-related culture.

Product initiatives

Shiseido adopted the Production Eco Standards, a series of environmental standards governing the product design process, in fiscal 2010. To ensure that these standards are observed in all relevant operations, we are holding workshops and other programs for product planning departments. We aim to grow our business with minimal environmental load in the value chain not simply by incorporating environmental considerations into product planning, but rather by adding compelling value to products so that customers' hearts will be moved.

Using mechanically recycled PET for product containers

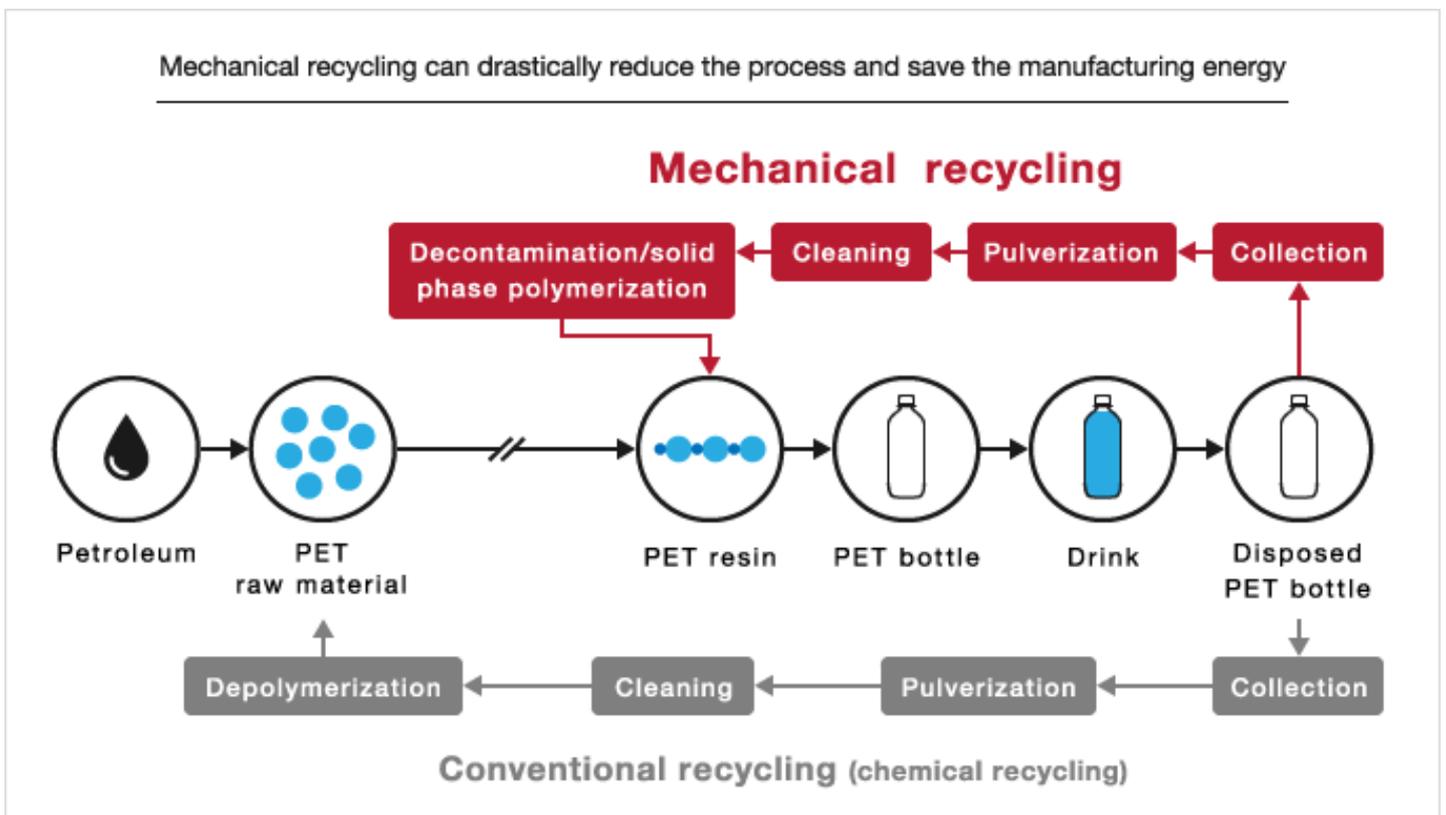
In September of 2015, Shiseido started using the PET resin, which was mechanically recycled from collected PET bottles, for containers of *SEA BREEZE*.

Mechanical recycling has better recycling efficiency compared to the conventional chemical method of recycling PET resin from PET bottles, meaning that this recycling method has less burden on the environment(*). It is already being used for PET bottles for drinks, etc. due to its high quality. We have been successfully able to produce environmentally-friendly containers by resolving the issue that is unique to cosmetics containers, which are complex and thick. Through this initiative, we can reduce not only our petroleum use, which is an exhaustible resource, but also the CO₂ emissions by approximately 22 tons per year compared to using virgin PET.



SEA BREEZE that began using mechanically recycled PET

*Example of the mechanical recycling process



Released products containing raw materials with “clear background”, which were grown in our internal plant factory

In recent years, customers' needs toward safety/security, such as traceability, have been growing due to not only the expansion of the natural/organic cosmetics market but also numerous food fraud issues, etc.

In December of 2012, Shiseido established a plant factory, which can efficiently cultivate plants used as raw materials of cosmetics, inside of the Kakegawa Factory (Kakegawa City, Shizuoka Prefecture). In this factory, we have promoted developing safe and secure plant raw materials with “clear background”. In the plant factory, we efficiently grow seedlings while maintaining the optimal environment for various conditions, which are required for plants to grow (such as temperature, watering condition, lighting strength, light exposure duration, and CO₂ concentration). “Chamomile” and “Rosemary” seedlings, which were grown in this plant factory, were then grown in an external commissioned farm. We released products containing the plant extract, which was derived from these plants, from a group company Ettusais in June of 2014.

Through these initiatives that allow us to control the harvested amount of raw materials, we can not only avoid supply risks of plant raw materials used in Shiseido but also prevent depletion of raw material plants and reduce the impact on the ecosystem in the production site.



Our internal plant factory

Environmental initiatives associated with the redesign of *clé de peau BEAUTÉ* Skincare Products

In order to satisfy consumers seeking total "authenticity," Shiseido Group's luxury brand, *clé de peau BEAUTÉ*, aims to be "luxurious" in all aspects, naturally in terms of product quality as well.

By utilizing the skincare renewal in January of 2011 as a good opportunity, we conducted initiatives such as follows:

1. Formulated all skincare items with "sandalwood", which is fragrance procured from fair trade (*1) sources.
2. Introduced a refill product for la crème (cream) for the first time.
3. Adopted bagasse paper (*2) for exterior packages and package inserts (instructions) of products.

Since then, we have been continuing our sustainable initiatives, such as incorporating a fair-trade raw material (premium argan oil) into part of the products such as "Enriched lip luminizer (Lipsticks)", "Luminizing face enhancer (Highlighters)", etc., and using FSC-certified paper (*3) for printed inserts, etc.

clé de peau BEAUTÉ places importance on connections with nature and society and delivers products that take into account the environment as well as product quality.

*1: An initiative aimed at improving living standards and promoting the independence of producers and workers in developing countries by continuously purchasing raw materials or goods at optimal prices. It also contributes to environmental preservation by preventing such aspects as the overexploitation of resources in order to realize sustainable use.

*2: Non-wood paper made from fiber after extracting the sugar content from sugarcane

*3: Paper that has been certified as a "product that has been produced from a well-managed forest"



clé de peau BEAUTÉ
la crème n <cream>



la crème n <refill>



Left: *Enriched lip luminizer* <lip stick>
Right: A refill must be set in the proper holder before use.



Luminizing face enhancer <Highlighters>

3D pouch for *clé de peau BEAUTÉ* concentré illuminateur lotion and essence

We have begun adopting 3D pouch packs for the containers of the lotion and essence (1 use each) for “*clé de peau BEAUTÉ* concentré illuminateur”, which are used as a set with facial mask, when the product underwent the renewal release in March of 2014. Compared to the former product, which used small glass containers, the container weight is 1/10, and it has also led to the reduction of waste.

Such environmental considerations and our innovations with the multifaceted design, which embodies *clé de peau BEAUTÉ* concept of “skin that emanates radiance from within”, as well as the easy opening of the pouch pack were evaluated, and “*clé de peau BEAUTÉ* concentré illuminateur” received the “Japan Package Design Association Award”, which is one of the top “Japan Star Award”, in the “Japan Packaging Contest 2014”.



clé de peau BEAUTÉ concentré illuminateur



Pouch packs for the containers of the lotion and essence

Shiseido Reduces Plastic Use by Adopting Paper Exterior Packaging Boxes for the *ELIXIR* Skincare Series

Shiseido is working to improve the environmental friendliness of its core lines *ELIXIR* Skincare Series.

As the first initiative, we changed the plastic product outer box to a paper outer box for "*ELIXIR SUPERIEUR RETINO VITAL*," which was released in September of 2009 as highly functional special care, and "*ELIXIR WHITE*," which was released in February of 2010. Since then, we have also switched to a paper outer box for "*ELIXIR SUPERIEUR*" since September of 2010. Through these initiatives, we were able to reduce a total of approximately 90 tons in plastic usage within 1 year of each product's release.

Since switching to paper outer boxes increased the space to print product information, we have been aiming to enhance the information, such as ingredients, method of use, etc., which consumers themselves can use for reference when choosing products.

We also released refills for lotion and emulsion from "*ELIXIR SUPERIEUR*" and "*ELIXIR WHITE*" product lines in September of 2012 as the second initiative.

When consumers use them to refill the product containers, we can reduce approximately 85% (weight ratio) of disposed plastic.

Additionally, *ELIXIR WHITE*, which was renewed in March of 2016, also continues to use paper exterior package and offer refill products.



ELIXIR SUPERIEUR



ELIXIR WHITE

Reducing plastic use by making *HAKU* refills available

Shiseido launched a new "replaceable refill product" in line with the renewal of its HAKU melanofocus CR skin brightening serum in February 2011.

The amount of plastics used to make this refill container is reduced by approximately 60% compared with the amount used for the original product container. Adopting a refill item for this product reduced roughly 19 tons of plastics per year versus manufacturing the original product container only.

In addition to the environmental consideration of saving resources, another main objective of introducing this refill product is closely tied to Shiseido's desire to respond to consumers' feedback, including: "It's such a waste to throw out a wonderful package" or "Please make a container so that you can check how much product remains." Additionally, we have put a lot of ingenuity into the development of a refill container, that consumers can replace as easily as possible.

Moreover, another environmental measure was taken by replacing the exterior plastic packaging with packaging made from bagasse paper (non-wood paper made from fiber after extracting the sugar content from sugarcane), and in turn, curbing the use of petroleum, which is an exhaustible resource, and changing to a sustainable plant-based raw material.

HAKU melanofocus 3D (released in February 2016) continuously adopts these environmentally-friendly containers and packaging.



Left: HAKU melanofocus 3D
Right: Refill

Using polyethylene produced from sugarcane for *SUPER MiLD* containers

In September 2011, Shiseido adopted containers made from sugarcane-derived polyethylene for its *SUPER MiLD* hair care brand. This is the first time this material was used for cosmetics and daily basic goods in Japan.

Incineration of sugarcane-derived polyethylene involves the release of carbon dioxide (CO₂), which sugarcane absorbs as they grow, so it can be said that there is no difference in the level of CO₂ in the atmosphere when this material is incinerated. Because of this and other reasons, it is said that incineration of sugarcane-derived polyethylene releases over 70% less CO₂ than petroleum-derived polyethylene in their life cycles.

Now approximately 96% of the materials used for the *SUPER MiLD* bottles (both regular and jumbo sizes) and approximately 34% for refill packs, are sugarcane-derived polyethylene and thus CO₂ emissions were successfully reduced by approximately 188 tons in the first year after this change was introduced (according to Shiseido's estimate).

There is another benefit of using sugarcane-derived polyethylene for containers—because this polyethylene is made mostly from residual liquid after refining sugar from the juice of sugarcane, so it can prevent competition between food usage and plastic usage.



SUPER MiLD



The mark indicates products that use plant-derived plastic, such as sugarcane-derived polyethylene.

Reduction of water usage by developing rinse-aid facial wash

Shiseido incorporates "environmental considerations into product planning in the entire life-cycle". However, products for washing the face and body such as facial wash and shampoo, etc., require the use of water to rinse off, therefore we realize that they also have the biggest environmental load when "using" them in the entire product life-cycle from raw material procurement to use and disposal. In order to reduce water usage at the time of using the products, we developed a new rinse-aid technology and adopted it for the foam facial wash "Senka Speedy Perfect Whip Airy Touch" which was launched in March 2016 as a renewal.

It enabled approximately 35% water usage reduction for rinsing compared to the existing cream-type (tube) facial wash, which means saving water equivalent to approximately 540 two-liter plastic bottles per year (data by Shiseido).



Senka Speedy Perfect Whip Airy Touch

Development of *Fullmake Washable Base*

"*Fullmake Washable Base*," which was released in advance via the Shiseido website "*watashi+*" online shop in December of 2012 and was released via counters in February of 2013, is the world's first (*1) makeup base that enables users to easily remove the makeup, which is applied over the base, only with warm water. Shiseido developed its original technology "Veil Action Polymer," which doesn't blend with cold water but responds only to warm water of 40 above degrees Celsius, and incorporated it into this product for the first time.

Due to the fact that users don't require cleansing agent when using this product, Shiseido calculated the environmental impact reduction rate throughout makeup routine from makeup base to cleanser. Specifically, we tried to calculate the water consumption amount throughout the product's life cycle by using the water footprint (*2) method by comparing the traditional makeup routine and makeup routine (*3) using this product. As a result, we can reduce approximately 1.6L (*4) in water consumption amount per makeup routine. When you convert this to one bottle (35g) of this product, the calculation shows that we can reduce approximately 90L of water.



Fullmake Washable Base

*1: From the database of Mintel Japan, Inc. (Researched by Shiseido)

*2: Method that evaluates the water consumption throughout a product's life cycle from raw material procurement to production, usage, disposal, and recycling as well as the environmental/social impact due to it in a quantitative manner. This method targets all water used directly as well as indirectly, including cultivation of plants for raw materials, water used in the course of the product's production process, etc.

*3: Traditional makeup routine and makeup routine using "*Fullmake Washable Base*"



*4: This calculation result has undergone a third-party evaluation by Professor Norihiro Itsubo of the Environmental Studies, Tokyo City University. This value was not derived from comparing the water usage in households of consumers.

Reducing the glass bottle weight and employing labels that are easy to peel off for Pure White W and The Collagen beauty drinks

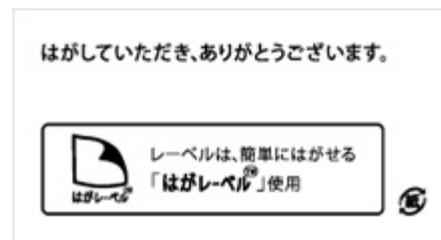
In 2012, Shiseido reduced the weight of the glass bottles for Pure White W and The Collagen products by about 10 percent because consumers had indicated that they throw out several empty bottles at a time and wanted them to be as light as possible.

We reduced CO₂ emissions by about 427 tons for one year (Shiseido's estimate). Consumers also indicated that they did not want others to know what they were drinking and that they wanted to remove the labels before disposing of the bottles, but the labels were difficult to peel off.

We responded to this feedback by switching to easily removable labels.



Pure White W and The Collagen



An easily removable label

Shiseido adopts Cartocan eco-friendly paper containers for Kirei no Susume

Kirei no Susume, which was launched by Shiseido on July 21, 2010, is packaged in Cartocan, an environmentally friendly paper beverage container. In addition, we also changed the package of Chou-mei-sou from aluminum can to Cartocan in 2013. Cartocan offers the following features:

1. Promotion of forestland conservation by using wood from thinning operations

Thinning, a process by which weak trees are cut from crowded forests, is a critical part of developing healthy forests. Cartocan makes extensive use of thinned lumber. In addition, by using over 30% domestic materials, the material promotes the conservation and healthy development of domestic forests. Since those forests absorb CO₂ when they grow healthily, the material also helps reduce CO₂.

2. Contribution to the Midori no Bokin (Green Fund)

A portion of sales is donated to the Midori no Bokin (Green Fund) and put to use in the development of forests in Japan.

3. 100% recyclability

Cartocan can be recycled in the same manner as milk cartons.

Although initially it was difficult to provide Shiseido's desired shelf life with Cartocan, we decided to use the container after our business partners were able to extend its shelf life.



Kirei no Susume



Chou-mei-sou

Awafuru Eco Soap for Hotels that is Gentle on the Environment and Skin

In October 2010, Shiseido launched 10g and 18g sizes of *Awafuru Eco Soap*, a hotel-use soap that is gentle on the environment and skin. Shiseido Amenity Goods Co., Ltd. distributes the soap and handles hotel guestroom amenities and other facilities as well as professional-use cosmetics.

Until now, hotels have had difficulty dealing with soap. Minimal amounts of soap are used in guestrooms at hotels and other facilities during guests' stays and the soap remains are disposed of as industrial waste.

Awafuru Eco Soap (hereinafter, "*the product*") contains micro air bubbles that cause it to form lather and dissolve quickly for easier consumption. As a result, soap remains are reduced, making it possible to reduce waste significantly. From its practical usage testing, the Shiseido Research Center learned that the volume of remains for disposal of the new type of soap compared with Shiseido conventional soap was about 90% less for the 10g soap bars and about 67% less for the 18g soap bars. According to Shiseido estimate, *the product* reduced the disposal soap by a total of 12.4 tons for one year. Also, the inclusion of air bubbles helps to reduce not only waste but also the amount of raw materials used by approximately 30% without reducing soap size.

Moreover, the product adopts the "*wakuneri*" manufacturing method used for premium facial soap rather than the "*kikaineri*" (machine mixing) manufacturing method generally used for hotel-use soaps. For this reason, while common soaps used at hotels contain no or small amounts of moisturizing ingredients, *the new product* is formulated so that approximately 30% is comprised of moisturizing ingredients. With rich lather containing plenty of these ingredients, *the product* provides a luxurious feel that other hotel-use soaps cannot match for washing the face and other parts of the body. (Patent pending for respective technological processes and formula)

The product has both considerable eco appeal and beauty appeal for its gentleness on the environment as well as skin. As a result, Shiseido is already receiving requests from many hotels for introduction of *the product*.



Awafuru Eco Soap



Contains micro air bubbles



Differences between remaining volumes before and after use, comparing Awafuru Eco Soap and Shiseido's conventional products.

Zotos International, Inc. **Recycling of Plastics Used for Hair Care Product Bottles**

Zotos International, Inc. (Connecticut State, U.S.A.), which manufactures professional products for hair salons for the Shiseido Group, has reduced the amount of virgin resin usage while maintaining quality, safety and also the look of the bottle.

With the introduction of plastic bottle molding equipment, bottle production, which was previously outsourced, has been shifted in-house. After that, the development of molding technology featuring an original four-layered structure, which is innovated by sandwiching two layers that contain recycled plastic with outer and inner layers comprised of thin, virgin plastic, has enabled a maximum of 70% of recycled plastic per container to be used. This is expected to reduce the usage amount of new plastics by nearly 75 tons per year in addition to curbing CO₂ emissions by approximately 360 tons annually.



JOICO

Production initiatives

The production departments aggressively practice the PDCA cycle with specific action plans in order to achieve reduction targets. We will also investigate the possibility of utilizing renewable energy at production facilities and achieving zero emissions at all production facilities over the long term.

Environmental responsiveness in Shiseido America, Inc. East Windsor Factory

East Windsor, New Jersey-headquartered Shiseido America, Inc. (hereinafter, "SAI") completed the phase 1 of a fixed-tilt solar power system in May 2007. In August 2010, the company completed the phase 2 of the project by installing a solar tracking system that changes the angle of panels in step with the position of the sun during the day.

With this installation, together with the system that was initially installed, the system is expected to generate approximately 2,300 MWh of power on an annual basis. This will cover more than 70% of electricity consumed annually at SAI using solar power generation. In addition, approximately 1,200 tons of CO₂ emissions can be reduced annually by utilizing the solar power generation equipment, ranking the system among the largest installations in the state.

In 2010, SAI received the New Jersey Governor's Environmental Excellence Award.

In addition, Davlyn Industries, Inc. installed the solar power system in April 2012.

Date operational	May 2007 (phase 1) and August 2010 (phase 2)
Annual capacity	Approx. 2,300 MWh
CO ₂ emissions reduction	Approx. 1,200 tons/year



Phase 1 installation (fixed tilt system)



Phase 2 installation (solar tracking system)

Furthermore, East Windsor Factory has also been working on recycling Styrofoam, which is used to protect materials when materials are being delivered, since July of 2012. Although we used to dispose it of as landfill waste, we process it internally and sell it as valuable goods. Through this initiative, we can reduce the waste by approximately 7.5 tons per year and approximately 0.8 tons in CO₂ emissions.

ZOTOS International, Inc. introduced the wind power electricity generation in Geneva factory

ZOTOS International, Inc. which manufactures products for hair salons, installed the 2 large-scale wind power generators in the Geneva factory (NY, USA) that began operation in December of 2011.

We expect these 2 generators to generate approximately 4 million kWh per year total. According to American Wind Energy Association (AWEA), this is one the biggest power generation facilities (within own premises) among manufacturing companies within the USA.

Operation of these wind power generators can cover approximately 30% of the annual electricity consumption at the Geneva factory.

In 2012, ZOTOS international, Inc. received "2012 Green Power Leadership Award" from U.S. Environmental Protection Agency (EPA).

Date operationa	December 2011
Annual capacity	Approx. 4 million kWh
CO ₂ emissions reduction	Approx. 2,150 tons/year



Wind power generators at the Geneva factory



Environmentally Responsive Vietnam Factory

Shiseido's 15th factory commenced operations from April 2010 as an "environmental model factory in Asia."

At the Vietnam Factory, we have introduced a central energy monitoring system from Japan as an energy saving measure, thereby optimally controlling energy consumption by visualizing energy use within the factory. Additionally, energy saving and ecofriendly measures are also pursued in terms of lighting and cooling and airconditioning equipment through various means such as introducing these systems from Japan and neighboring countries.

Additionally, surplus soil generated from excavation during construction was reused for landscaping the premises rather than disposal, and then achieving zero emissions at the moment.

The Vietnam factory values "sustainability," which is the most important aspect when considering the environment and all the factory workers are continuously engaged in various activities to conserve the environment such as planting trees within the factory site every year. The Vietnam factory will grow as these trees planted by the employees grow.



Vietnam Factory



The trees planted within own premises

Introduction of Solar-Powered Lighting and LED Lamps Saves Energy in Kuki Factory

As of May 2010, the Shiseido Kuki Factory has introduced solar-powered lighting in its storage facility, making it the first building of its kind in Saitama Prefecture with a system installed that eliminates use of electricity.

Solar-powered lighting is a new kind of illumination system that uses sunlight collected from rooftops rather than electricity to provide light in buildings.

Reflection plates with specially processed curved surfaces effectively collect sunlight even in the morning or late afternoon, or when the sun is low in the sky in winter. Meanwhile, prism reflection diffuses collected light into the building, brightening up corners of the storage space that had been dimly lit under mercury lights. The solar-powered lighting thereby enhances operational efficiency and safety. Since solar-powered lighting uses solar energy, it also contributes to reducing environmental load by totally eliminating CO₂ emissions and does not require maintenance after installation.

Also during this same period, all external lights on the factory premises were changed from mercury lamps to LEDs that consume half as much energy.

These two initiatives are expected to help reduce CO₂ emissions by about 45 tons annually.



Solar-powered lighting (rooftop)



Solar-powered lighting (image)



Solar-powered lighting (inside storage facility)

Shiseido Develops a Protective Material for Transporting Products that Offers Flexibility and Recyclability

Shiseido's Osaka Factory and Kakegawa Factory have developed a new environmentally friendly protective material for transporting products. The facilities began using the new material in April 2010.

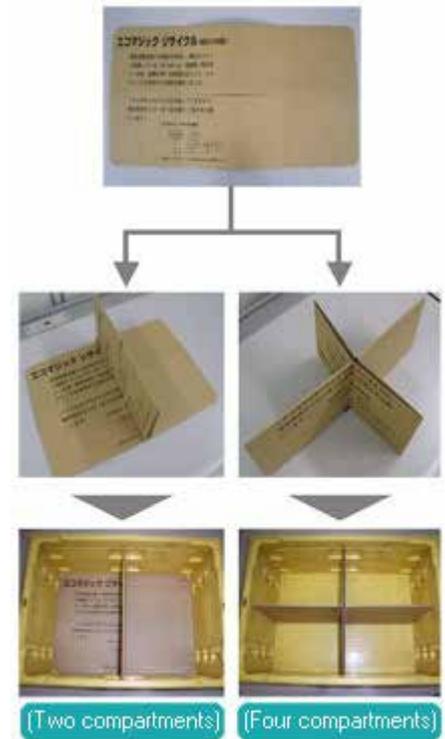
In the past, the factories' approach to shipping products involved the use of a variety of protective materials according to the shape and quantity of the product, and these materials were typically discarded after shipment due to the difficulty of reuse.

Working with Shiseido distribution partner Hitachi Collabonext Transport System Co., Ltd., the factories developed a standardized system of partitions that can be reconfigured to accommodate a variety of shapes.

These partitions can be folded to segment packaging into two or four compartments, allowing them to be flexibly reconfigured to suit the purpose at hand.

Best of all, they can be folded up into a compact size and shipped back to the factory, allowing their reuse.

Shiseido expects to cut its annual transportation-related CO₂ emissions by about 43 tons thanks to a reduction of some 53 tons in annual cardboard use and increases in shipping efficiency made possible by the ability to reuse the partitions.



A cardboard insert can be flexibly altered

Initiatives in research, procurement, distribution, and sales

In addition to developing environmental technologies to reduce CO₂ emissions, Shiseido strives to create new value through its research and development operations by conducting research into new technologies for implementing value for consumers in an environmentally friendly manner and pursuing software development.

In procurement, we strive to use raw materials that do not increase atmospheric concentrations of CO₂ at the time of disposal or incineration, for example through joint research into sugarcane-derived polyethylene, and we work closely with our business partners to develop environmentally friendly technologies. In March 2006, we began verifying suppliers' agreement with an adherence to the Shiseido Group Supplier Code of Conduct (which was revised in December 2011). Going forward, we will continue to work with suppliers to take biodiversity into account and contribute to a sustainable society.

In distribution, we are working to reduce CO₂ emissions through such means as reassessing the viability of high-frequency, small-volume shipments and conducting joint distribution operations with other companies in the same industry (that is, sharing distribution facilities).

In sales initiatives, we strive for transitioning to LED lighting at stores and developing environmentally friendly promotional tools for use in stores. We have been promoting a sales vehicle-sharing system since fiscal 2009.

Environmental responsiveness in carton for "watashi+" online shop

Shiseido website "watashi+" online shop, which was launched in April of 2012, carries approximately 2,600 products that are sold via counters. In order to deliver products, which are sold via counters, in the form of mail order, we needed strong outer packaging and many cushioning materials. However, in order to respond to the customer feedback "There are too many cushioning materials per product" regarding mail order in general, we worked on developing shipping boxes with considerations to business partners and the environment.

We developed 5 sizes of the transport box lineup according to the size of products to be delivered. Furthermore, we newly developed a paper divider that freely expands and contracts to change the shape according to the product's size and form. One sheet of this divider can respond to all products, and we can now reduce the vibrations and friction during transportation to deliver them without damaging them.

In addition to the environmental contribution effects of CO₂ emission reduction and resource conservation, another advantage is that we can easily open the boxes, which are sealed without using packing tape, by lifting the tab on the box lid.

This initiative won the "2013 Japan Packaging Contest Transport Packaging Award (hosted by the Japan Packaging Institute)."



Transport boxes with the fun design that is unique to cosmetics



Paper divider inspired by cake box dividers

Switch to Plant-Based Fermented Alcohol

At Shiseido, all synthetic alcohol used by our four domestic factories and research centers has been switched to carbon-neutral, plant-based (sugarcane-based) fermented alcohol. In order to avoid competing with food sources as much as possible, we select alcohol that uses sugarcane as a raw material and is produced by individually managed processes from procurement to shipping. With this switch, we are able to reduce several thousands tons of CO₂.

Eco Processing of Beauty Consultant Uniforms

In regard to the disposal of Beauty Consultants' uniforms for which the issue period for use has ended, from 2009 Shiseido shifted from thermal recycling, which reuses heat generated during incineration, to chemical recycling, which uses coke ovens to produce chemical raw materials. The new recycling method enables complete recycling of fibers into materials such as chemical raw materials with no residues (ash) after processing. Additionally, there are almost no CO₂ emissions, thereby enabling a significant reduction compared with conventional incineration processing.



Delivery Using 10-Sided Cardboard Boxes

Shiseido has introduced machinery for making 10-sided cardboard boxes for product shipments as well as for putting products into these boxes at the Kuki Factory. These boxes are currently adopted for TSUBAKI, SUPER MILD, AQUAIR and SEA BREEZE hair care brands, etc.

The 10-sided cardboard box developed by Shiseido is configured with the four corners removed from a conventional six-sided box (octagon-shaped when viewed from the top) and since its strength is increased due to a higher number of support columns, can be made thinner than conventional paper cardboard boxes. At the same time, the box enables many products to be packed inside without leaving extra spaces, thereby making delivery more efficient.

The reduction in the amount of cardboard materials used and greater delivery efficiency have enabled Shiseido to save resources and reduce CO₂ emissions by more than 800 tons annually. In this way, Shiseido promotes comprehensive environmental activities encompassing all processes from manufacturing to shipping and delivery.

