

Shiseido Life Quality Makeup

We at Shiseido support all persons with concerns about their appearance through makeup solutions that provide the freedom to enjoy day-to-day life.

What is Shiseido Life Quality Makeup?

There are those who suffer from serious skin concerns that prevent them from social participation and who need makeup to live their day-to-day lives. Changes in outward appearance due to the side effects of cancer treatment, birthmarks, vitiligo, or skin irregularities such as scars and burns can greatly affect one's quality of life. We at Shiseido believe in the power of makeup to comfort and encourage such persons, and we're hard at work developing makeup products and methods to treat their concerns. We call it: Shiseido Life Quality Makeup.

Active Regions

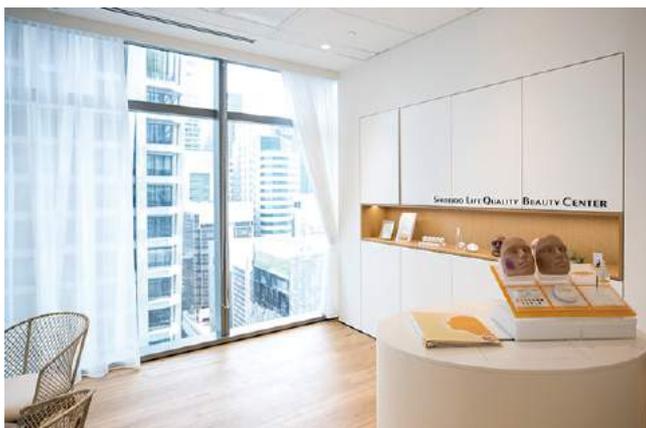
Shiseido Life Quality Makeup is expanding globally, with the aim of a society in which all persons with concerns about their appearance can live happily.

- Tokyo
- Shanghai
- Hong Kong
- Taiwan
- Singapore

SINGAPORE: Shiseido Life Quality Beauty Center



The first in South East Asia, the Shiseido Life Quality Beauty Center in Singapore is committed to empowering customers with more confidence through private sessions with our specialised beauty consultants. Designed for comfort, support and learning, its spacious rooms are also fitted with sofas for family and friends.



Address:

Shiseido Life Quality Beauty Center
182 Cecil Street, #15-03 Frasers Tower
Singapore 069547

Consultations are by appointment only.

To arrange for one, please call +65 6430 9969
or email SLQC@shiseido.com.sg

Social Activities



The Power of Makeup

Shiseido supports the activities to realize a society where people can live life in their own way even with cancer. We look to the future where everyone, with or without cancer, can spend their days filled with joy.



Perfect Cover Foundation

Perfect Cover Foundation developed by Shiseido covers various skin concerns including blueish, reddish, or brownish discoloration, severe skin dullness due to treatment, unevenness and vitiligo. Thanks to technical development, Perfect Cover Foundation is now easily available on Shiseido total beauty website "watashi+"(- Japanese only).



Shiseido Life Quality Beauty Center

A unique facility specialized in Shiseido's cover makeup. We offer a private room so that our customers can receive counseling at ease. We provide the service free of charge, by appointment only.



For Cancer Patients Booklet Supporting Appearance Care

We made a booklet to suggest makeup techniques to cover appearance changes caused by the side effects of cancer treatment. "Appearance Care Book for Cancer Patients" was published to support cancer patients who want to be themselves every day of their lives.



Information Service for Medical Professionals

We supply medical professionals with information on Shiseido's appearance care services so that they can introduce such services to patients who suffer from skin discoloration or eyebrow and eyelash loss caused by the side effects of cancer treatment.

History of Our Activities

Shiseido's appearance care activities started in 1956, when there were many people who had suffered serious burns from World War II.

Shiseido Spots Cover was launched with the aspiration to do something only Shiseido can do to relieve the heartache of those people distressed by keloid scars. Then Shiseido launched Perfect Cover, a foundation that naturally covers various skin concerns including birthmarks, scars, and burn scars applying the light technology (complementary colors). It has led to our activities today. Shiseido, since its establishment, has been continuing research and information development on cosmetics aiming not only to help bring out individual consumers' beauty but also to enrich their mind.



For all who need it

There are men, as well as women, who have appearance concerns saying, "I can't smile," or "I don't want to go outside for people to see me." We wish everyone, regardless of age or gender, could cover their skin concerns to spend their days just as they like.

We are extending Shiseido Life Quality Makeup activities to deliver our beauty service to people of all generations across the world who need it. Shiseido's activities will go on to inspire more people to take a step forward supported by the "power of makeup."

SHISEIDO LIFE QUALITY BEAUTY PROGRAM

Shiseido promotes the "SHISEIDO LIFE QUALITY BEAUTY PROGRAM," which enables us to harness the results of our accumulated makeup and beauty-related research for both products and services to help each and every customer achieve the beauty they desire and enrich them emotionally.

Under this program, Shiseido carries out "SHISEIDO LIFE QUALITY MAKEUP" at the "SHISEIDO LIFE QUALITY BEAUTY CENTER" (Tokyo) which was established in 2006 to provide makeup services for customers who are deeply concerned about their skin. Also, the "SHISEIDO LIFE QUALITY BEAUTY SEMINAR" provides skincare and makeup services for the elderly, persons with disabilities, students, and adults, etc. throughout Japan. These activities are also being developed worldwide.

SHISEIDO LIFE
QUALITY MAKEUP

SHISEIDO LIFE
QUALITY BEAUTY
SEMINAR

"SHISEIDO LIFE QUALITY BEAUTY SEMINAR" began in 1949 as a "special beauty class" that taught students planning to graduate from high school how to use cosmetics properly, in order to maintain an appearance appropriate for an adult.

Ever since then, these activities have changed the contents according to the objectives and participants, such as the elderly and persons with disabilities, etc., and developed with the hopes of making all customers beautiful for over 60 years.

These seminars are also deployed on a global scale as one of the pillars of CSR activities based on Shiseido's philosophy of "contributing to the society through beauty and health," and they are held mainly for the elderly and persons with disabilities in Asia and for cancer patients, etc., in Europe and the U.S. In 2014, we held about 3,900 seminars in Japan, China, Germany, U.S. etc., all over the world, and about 65,600 people participated. Furthermore, we will also start deploying the "SHISEIDO LIFE QUALITY BUSINESS" which involves sustainable activities that will also contribute to solving issues of super-aged society, in July of 2013 by integrating various beauty seminars for the elderly, persons with disabilities, students, and adults, etc., which we have promoted over the years and the "elderly beauty services" that became a business in 2011 in Japan.

Shiseido will continue to respond to wide makeup needs of as many people as possible through such seminars that utilize the "power of makeup" in the future in order to continue helping each individual lead better and healthier lives.



Seminar at welfare institution for the elderly in Japan



Seminar at a medical facility in Germany.

TOPICS: “Confirmation of the effect of our makeup service on increasing healthy life expectancy (*1)” in a commissioned project by the Ministry of Economy, Trade and Industry

We have confirmed that the “makeup service” (Cosmetic Therapy Program), which was developed by Shiseido, is effective in increasing healthy life expectancy, which is regarded as an important issue in the super aging society.

This is based on the result, which was jointly evaluated with the Tokyo Metropolitan Geriatric Hospital and Institute of Gerontology regarding the “evaluation of the effect to reduce nursing care cost through providing cosmetic healthcare services” (conducted from June, 2014 to February, 2015) after the know-how of the “SHISEIDO LIFE QUALITY BUSINESS”, which has been promoted by Shiseido since 2013, was selected for the “2014 project to promote the development of an industry to increase healthy life expectancy” (*2), which is promoted by the Ministry of Economy, Trade and Industry with the aim of establishing the foundation of the “industry to increase healthy life expectancy”.

As a result of this evaluation, we have confirmed the improvement effect toward self-rated health (*3) and anti-depression tendency, and confirmed that the “makeup service” is effective as a new healthcare service to increase healthy life expectancy and that we can expect the effect to reduce the nursing care cost.

Shiseido will utilize this evaluation result for further improvement of quality in the “makeup service” and development of values of makeup for the elderly, etc. We will continue cooperating with medical institutions, such as nursing care offices, and local governments, etc., and proactively promoting the “makeup service” throughout the country as a healthcare service that leads to the increase of healthy life expectancy for a number of elderly people in the future.

*1: Period in which a person can live independently. This is an index proposed by the WHO (World Health Organization) in 2000.

*2: Implemented with the aim of developing an industry to increase healthy life expectancy by establishing the industry foundation for services not covered by public insurance to respond to the peripheral demands of public insurance services. 15 organizations were selected in fiscal 2014, and projects, such as business demonstrations and investigations, etc., are being promoted throughout the country.

*3: Questions to ask about subjective evaluations regarding elderly people’s own health. While this is a simple index, it is used as an expectation index for various health changes. In recent years, healthy life expectancy has been calculated by using self-rated health.

Scene from the “makeup service”



SHISEIDO LIFE QUALITY BEAUTY SEMINAR

Details of activities

Initiatives in Japan

SHISEIDO LIFE QUALITY BEAUTY SEMINAR at the "Eye Health Festa 2015 in Okayama"

On January 12 (Mon), 2015, Shiseido Sales Co., Ltd. held the beauty seminar "SHISEIDO LIFE QUALITY BEAUTY SEMINAR" for visually-impaired persons in the "Eye Health Festa 2015 in Okayama,"(*) which was held at the Okayama International Center (Okayama City, Okayama Prefecture) . 14 women participated in the seminar.

In this seminar program, Beauty Consultants, who are beauty specialists, gave demonstrations as a lecturer on not only makeup but also skincare and hand massage in response to requests while using "The Braille Beauty Care Booklet (Japanese Only)."

Participating women shared their voices, such as "It was the first time to experience facial massage, and it felt real good. I did not know that a massage can make the face this much smooth," and "I could not draw my eyebrows but today I am so glad to learn how to draw eyebrows well without looking," etc.

In addition, we also heard the voices from seminar promoters, such as "Everyone was positive and cheerful. They were very motivated to try various things if they were given an opportunity. We would like to provide as many opportunities as possible to them through makeup," and "They looked very happy when we provided Braille seals for identifying products (Japanese Only). Since many of them did not know the existence of such seals, so I would like to spread this to more people.

* Eye Health Festa 2015 in Okayama

Event in which a number of welfare devices, universal design goods which are easy to use for everyone, etc. were exhibited, and visitors could touch and experience them. There were the lecture by Medical director of Department of Ophthalmology, Institute of Biomedical Research and Innovation Hospital, workshop by a walking training instructor, a guide dogs experience walking session, etc. As part of this event, the "BEAUTY SEMINAR for visually-impaired persons" was also held.



Signboard for the event



Scene from the seminar

SHISEIDO LIFE QUALITY BEAUTY SEMINAR at the "2014 Work Fair for People with Disabilities" (Aichi)

On November 22 (Sat) and 23 (Sun), 2014, Shiseido Sales Co., Ltd. held the appearance seminar and demonstrated hand massage for those with disabilities in the "2014 Work Fair for People with Disabilities"(*) which was held at the Nagoya International Exhibition Hall Portmesse Nagoya (Aichi Prefecture). In addition, we had also established a corner for trying our lipsticks which went on sale from November 21.

In the seminar, we gave demonstrations on skincare and makeup for women, and skincare and hair care & styling for men. 105 people (60 women and 45 men) participated. Furthermore, 79 people participated in the hand massage, and 170 people stopped by the lipstick trial corner.

Participating people shared their voices, such as "It was the first time to experience hand massage. I was concerned about my seriously rough skin on hands but I was surprised that the skin condition got much better," "They told me today what cosmetics I should use, so I will take notes and go to buy them later," etc. In addition, we also heard the voices from seminar promoters, such as "Due to 'work fair' venue, participants were very interested in makeup for job hunting," "Not many people were applying lipsticks but I think they were interested in them because they looked very happy when they tried to put on new lipsticks," "There were a lot more male participants than I had expected," etc.

*Shiseido has been participating in this fair since 2008. It will be the 8th time this year (Japan: 7 times; Overseas: 1 time).

11/22(土)	
セミナー	10:00~11:00
セミナー	11:30~12:15
セミナー	13:30~14:30
セミナー	15:00~15:45

11/23(日)	
セミナー	10:00~11:00
セミナー	11:30~12:15

定員 20名 (先着順)

障がいのある方の就労支援の身だしなみ、美しくすこやかに過ごしていただくためのビューティーアップセミナーを開催します。

※申し込み多数の場合は、早急に受付を終了させていただきます。

Schedule information board



Scene from the seminar

Overseas Initiatives

<Shiseido Cosmetici (Italia) S.p.A> Hand massage activity

Shiseido Cosmetici (Italia) S.p.A has been promoting hand massage activities in a nursing home in Milan since 2012. In 2014, we promoted the activities for the fourth time on November 11. On the day of the activities, 6 staff members gave sincere hand massage to 40 people with impairment in their hands and skin disorders.

The participants look forward to these activities as a Christmas present, and they showed us exceptional smiles after the activities.

Participating employees themselves enjoy seeing people's smiles, feeling warmth inside after each activity.



Scene from the hand massage



Employees of Shiseido Cosmetici (Italia)

<Taiwan Shiseido Co., Ltd.> Seminars for developmentally challenged individuals

Taiwan Shiseido Co., Ltd. promotes Shiseido Life Quality Beauty Seminar as a pillar of social contribution activities. In fiscal 2014, we held over 40 seminars targeting a wide scope of recipients, including the elderly, visually-impaired persons, etc.

We have been hosting seminars, targeting developmentally challenged individuals, since fiscal 2013. It was the second time for us to host the seminar in fiscal 2014.

We had participants practice not only cleansing, which is the basic step in skincare, but also applying lotion and moisturizer with the staff in charge of the seminar.

Although we had the limited time of one hour, participants naturally smiled. The activities left warmth deep within the hearts of the employees who participated in the seminar.



Scene from seminar



Scene from seminar