

Social Contributions and Environmental Activities over the Years

Management

- 1872 Establishes as Shiseido Drug Store in Ginza, Tokyo
- 1888 Markets Japan's first toothpaste, *Fukuhara Hygienic Tooth Brushing Soap*
- 1897 Enters cosmetics market with *Eudermine* skin lotion

- 1915 Registers trademark *Hanatsubaki*
- 1921 Establishes the Five Management Principles
- 1923 Adopts chain store system
- 1927 Changes from limited partnership to joint-stock company
Adopts system of sales companies
- 1939 Establishes Shiseido Research Laboratory

- 1949 Lists shares on Tokyo Stock Exchange

- 1953 Establishes Shiseido Institute of Beauty Science

- 1972 Celebrates 100th Anniversary

- 1974 Begins beauty salon classes for new college graduates

- 1983 Issues first convertible bonds
Signs technological collaboration agreement with Beijing City
- 1985 Establishes Institute of Beauty Sciences

- 1988 Liberalizes dress code and usage of appellations among colleagues
- 1989 Establishes Corporate Ideals
Announces Corporate Slogan, "Science of making people more beautiful"
- 1990 Introduces selection-type system for developing human resources
Introduces parental leave system
Introduces system of time off from work for personal revitalization
Introduces system of consecutive days leave
- 1991 Introduces system of childcare during work hours

- 1993 Introduces system of taking leave to care for family members

- 1997 Announces "The Shiseido Way"
—Declaration of Corporate Behavior
Establishes Corporate Ethics Committee
Announces "The Shiseido Code"
(Corporate Ethics and Behavior Standards)

- 2000 Announces new Corporate Message,
"Work together—Art de Vivre"

- 2002 Implements "wiwiv" program to support employees on parental leave
- 2003 Opens in-house childcare center
Revises "The Shiseido Code" (Corporate Ethics and Behavior Standards)
- 2004 Establishes CSR Department (reports directly to President)
Establishes CSR Committee
Establishes Action Plan for Support of Education for the Next Generation
Participates in the United Nations Global Compact

- 2005 Revises parental leave system
Introduces nursing leave system for childcare
- 2006 Announces the Shiseido "Shared Education" Declaration
Establishes Ecole Shiseido

Social Contribution Activities

- 1900
- 1919 Opens the Shiseido Gallery
- 1924 Publishes inaugural issue of *Shiseido Geppo* (Shiseido Monthly Newsletter)
- 1928 Holds the first Shiseido Art Exhibition
- 1933 Publishes inaugural issue of *Shiseido Graph*
- 1937 Establishes Shiseido Hanatsubaki Club, publishes inaugural issue of *Hanatsubaki*
- 1947 Hosts the first Tsubakikai (Camellia Group) Exhibition
- 1949 Begins "personal appearance lectures" for developmentally challenged and elderly people
- 1950
- 1964 Supports Paralympic Games Tokyo
- 1970
- 1972 Establishes Shiseido Social Welfare Foundation
Hosts Shiseido International Conference: "Seminar on Light and the Skin"

- 1977 Hosts "Six Designers in Paris"
- 1978 Opens Shiseido Art House (Kakegawa, Shizuoka)
- 1980 Hosts Shiseido International Conference: "The Skin and Science of Cosmetics"
- 1983 Establishes Hanatsubaki Award for Contemporary Poetry
- 1984 Prepares and distributes cosmetic booklet for skincare in Braille
- 1985 Hosts Shiseido International Conference: "Aging and the Skin"
Hosts Shiseido Exhibition of Advertising Art in New York
- 1986 Prepares and distributes cosmetic booklet for makeup in Braille
Musée de la Publicité hosts exhibition entitled "Beauty and Advertising at Shiseido: 1872 - 1986"
- 1987 Prepares and distributes audio tape of cosmetic information for visually impaired
Supports Shiseido Musical "Les Miserables"
- 1989 Establishes MGH/Harvard Cutaneous Biology Research Center and begins joint research
Hosts Shiseido International Forum 1989: "Successful Aging"
- 1990 Establishes Corporate Culture Department
- 1991 Markets hypoallergenic rice, *Fine Rice*
Establishes Shiseido Research Fund for Skin Aging
Hosts Shiseido International Forum 1991:
"Successful Aging: Relationship between the body and spirit"
- 1992 Develops makeup method for hiding birthmarks and dark skin blemishes
Introduces Social Contribution Awards for employees
Hosts Science Symposium commemorating Shiseido's 120th Founding Anniversary:
"Human Health Sciences and the Skin"
Opens Shiseido Corporate Museum (Kakegawa, Shizuoka)
- 1993 Adopts Social Studies Days program
Hosts Shiseido Science Forum 1993:
"Successful Aging: Stimulation of the spirit—Creativity and self-expression"

- 1995
- 1995 Provides recovery assistance after the Great Hanshin Earthquake
Markets *Shiseido Perfect Cover*
Hosts Shiseido Forum 1995: "Successful Aging: My fragrance"
- 1997 Supports Paralympic Games Nagano
Institutes program for sending employees overseas to experience volunteer work
Hosts Shiseido Science Symposium 1997:
"Skin—Interface of the body. A new era of skincare"
Hosts Shiseido Forum 1997: "Frontline of Successful Aging"
Hosts corporate culture exhibit in Paris:
"Paris-Tokyo-Paris Shiseido 1897-1997 la Beauté"
- 1998 Introduces "Matching Gift" program
Hosts corporate culture exhibit in Tokyo: Shiseido Meme Exposition
- 1999 Hosts Shiseido International Forum 1999:
"Successful Aging: Rejuvenated sense of touch—The feel of youthful skin"
- 2000
- 2000 Hosts Shiseido Science Symposium 2000 Skincare Millennium:
"The Skin and Genes/Making the Connection"
at Grey Art Gallery, New York University
Hosts "Face to Face/Shiseido and
the Manufacture of Beauty 1900-2000 Exhibit"
- 2001 Hosts Shiseido Forum 2001: "Successful Aging: Time refines humans"
- 2002 Receives "Business Ethics Most Outstanding Effort Award" from Business Ethics Research Center
- 2003 Receives "Survey on Corporate Contributions to Society 2003" award from Asahi Shimbun Foundation
Hosts Shiseido Forum 2003: Successful Aging "How to add years and control aging"
- 2004 Acquires the Privacy Mark
Receives Minister of Economy, Trade, and Industry Outstanding Consumer Orientation Award
Receives Minister of Health, Labour, and Welfare Most Outstanding Corporation Award for corporations promoting equality in the workplace
Opens House of Shiseido
Receives an Outstanding Effort Award
(hosted by the Business Ethics Research Center)
- 2005 Establishes Shiseido Social Contribution Club Hanatsubaki Fund
- 2006 Receipt of "BERC 3rd Outstanding Effort Award"
Opens SHISEIDO LIFE QUALITY BEAUTY CENTER
- 2007 Receives the Mecenat Grand Prize at Japan Mecenat Awards
Hosts Shinzo Fukuhara, Art & Shiseido Exhibition

Environmental Activities

- 1989 Declaration to eliminate the use of chlorofluorocarbons
- 1990 Completes elimination of chlorofluorocarbons
- 1991 Inaugurates Environmental Coexistence Committee
(organ for company-wide deliberation of environmental issues and setting direction of company's environmental policies, currently Environmental Committee)
- 1992 Establishes Shiseido Eco Policy
(business policies related to the environment)
- 1993 Establishes Product Planning Eco Guidelines
(guidelines for planning and designing products that consider the environment)

- 1996 Initiates public disclosure of environmental data
- 1997 Acquires ISO 14001 certification at Kuki Factory
(the first in domestic cosmetics industry)
Establishes Shiseido Global Eco Standards
(for product development)

- 1998 Publishes *Shiseido 1997 Environmental Report*
Announces "Four Promises to Society" concerning the environment
- 1999 Hosts Environmental Symposium

- 2000 Receives Director General of Environment Award in
Global Environmental Awards of FujiSankei Business i
Completes ISO 14001 certification acquisitions at all domestic
and overseas cosmetics factories (15 plants)
Completes elimination of polychloride vinyl in containers / packaging
Develops nationwide system for recycling used glass bottle containers
Announces new environmental goal:
Installs cogeneration system at Kuki Factory
- 2001 Develops nationwide system for recycling used glass bottle containers
Announces new environmental goal:
Installs cogeneration system at Kuki Factory
- 2002 Receives Minister of Education, Culture, Sports, Science, and Technology
Award in Global Environmental Awards of FujiSankei Business i.
- 2003 Activities zero emissions at all domestic cosmetics factories
and Ginza head office/ Shiodome office
Publishes *2003 Sustainability Report*
- 2004 Publishes *Shiseido CSR Report 2004*
Receives an Incentive Award in the Environmental Communication Awards

- 2005 Activities zero emissions at research centers
- 2006 Converts boilers to more environmentally friendly fuels
(Kakegawa Factory, Osaka Factory) (Reducing CO2 emissions)
- 2007 Installation of solar power generation equipment at U.S. factory
- 2008 Starts tree-planting program in China