

**Shiseido Enhances Social Contribution Activities  
through Cosmetics and Beauty Care  
—Expansion of Social Beauty Care Center Facilities—**

On June 21, 2008, Shiseido is set to expand the Social Beauty Care Center located on the third floor of its Head Office building by opening a seminar room and related facilities on the first floor.

Shiseido views contributing to society through cosmetics and beauty care as a core part of its CSR activities and continues to strengthen initiatives based on its corporate message “This moment. This life. Beautifully.” This approach is in accordance with Shiseido’s aspiration to play a useful role in society as a corporate citizen responding positively to the desire of all customers to become more beautiful.

**Details concerning Enhancement of Social Beauty Care Center Activities**

The Social Beauty Care Center provides advice on makeup techniques to individuals with deep skin concerns such as birthmarks or scarring to support the improvement of their Quality of Life (QOL). As part of its mission, the Center carries out activities for cancer patients and cancer survivors by developing foundation products to alleviate their skin tone concerns. Center staff also visit medical institutions and other facilities that share the same goals to provide makeup and skincare advice for patients to deal with their special skin concerns. Shiseido also plans to enhance these activities by holding group seminars at the Center covering the same content.

The Center is also launching a new program for people who support medical care and rehabilitation, including medical workers, social workers, and operators of patient associations, to let them experience and deepen their understanding on how patients’ QOL can be improved through cosmetics and beauty care. In doing so, Shiseido hopes to help them relax both physically and emotionally. Specifically, the program will include makeup application, where participants will be able to realize how cosmetics can engender a happy, optimistic outlook, as well as skincare and esthetic sessions in which participants will be able to experience how to make people feel comfortable by making their skin feel pleasant.

Each program will be directed toward individuals referred by Shiseido’s partner medical institutions.

### *Social Beauty Care Center expansion*

	Expanded area	Current configuration (reference)
Location	First floor, Shiseido Head Office building	Third floor, Shiseido Head Office building
Facilities	One seminar room, two private-use care rooms, etc. (143 m <sup>2</sup> )	Three hands-on learning spaces, one dialogue space, training room, etc. (108 m <sup>2</sup> )

### **Shiseido Contributions to Society through Cosmetics and Beauty Care**

Since its founding 136 years ago, the entire range of Shiseido's corporate activities are synonymous with its CSR activities: the joy of its customers. In addition to implementing fundamental CSR that must be undertaken as part of the company's social responsibility, Shiseido has pursued activities under the themes of "Cosmetics and Beauty," "Women," and "Cultural Capital" as CSR that is unique to Shiseido. In its core business of cosmetics and beauty care, Shiseido has sought to help customers realize their own beauty, including emotional enrichment, by applying research achievements accumulated since its founding in both products and technique, information and software elements.

### **Social Beauty Care Center**

Since the early 1990s, Shiseido has been working with medical institutions to provide makeup advice to individuals with deep skin concerns. The company has developed foundation formulations useful for covering birthmarks and other pigmentation problems. To enhance these efforts, as a core part of its CSR activities the Social Beauty Care Center was opened inside the Shiseido Head Office building in Tokyo's Ginza District in June 2006. Services include free consultation on techniques for covering skin with foundation products formulated for individual skin concerns as well as makeup advice addressing specific customer requests. Consultation is provided on an appointment basis in a private setting by 10 Beauty Consultants who have received special education, including on-the-job training at medical institutions. More than 800 customers ranging from young children to senior citizens have visited the facility since it opened through referrals from some 500 partner medical institutions nationwide and announcements on the Shiseido website. Response has been overwhelmingly positive, with customers commenting about being "less worried because there's makeup that can cover what medical treatment can't solve completely" and having "the ability to get out and actively enjoy life." These activities include about 300 cosmetics stores, department stores and medical institutions nationwide that share its goals.

Location: 7-5-5 Ginza, Chuo-ku, Tokyo

Phone: +81-3-3289-2262

Hours: 11:00 am to 7:00 pm Tuesday through Friday (closed holidays)

URL: <http://www.shiseido.co.jp/sbcc/index.htm>

\*Customers are asked to contact the Center by phone to verify the condition of their skin and make a reservation.

Persons currently undergoing medical treatment should consult their physician before visiting the Center.

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