



with a lightweight, toner-light consistency, the high functioning, hydrating red skin lotion was launched globally on its 100th anniversary in 1997. It remains a well-loved icon of Shiseido till today. Embracing its pharmaceutical root, every Shiseido product, even makeup, is formulated with the objective of creating the best possible skin condition as the first priority.

Besides iconic products like Eudermine, the brand has also built an entire Shiseido culture. It began from the time Arinobu installed Japan's first soda and ice cream machine from the United States in his pharmacy in 1902. This eventually led to the introduction of ice cream in Japan. A building on its own, the "Shiseido Parlour" also served curry rice, roast beef and Western-style meat croquettes – it was quite unlike that of any other establishment in Japan then! This would set the foundation of Shiseido's restaurant business, including Michelin starred restaurants such as French restaurant Losier in 1973 and Italian restaurant Faro in 2001 in Tokyo Ginza Shiseido Building.

As an extension of Shinzo's artistic and cultural passion, Shiseido is also a dedicated patron of the arts. The Shiseido Gallery opened its doors in 1919 to exhibit seasonal merchandise, like scarves and fans. But soon, it became a space for young avant-garde artists to showcase their work and over 5,000 artists have done so. Many of the art pieces were even permanently added to the Shiseido Art House in Kakegawa. Nearly a century after its opening, it is now the oldest non-profit gallery in Japan and still enriching peoples' lives through the arts.

Today, Shiseido has grown globally and now operates in 88 countries. The brand has had a presence in Singapore for the last 42 years. As Shiseido celebrates its 140th anniversary, the brand continues to be guided by three unwavering ideals:

Rich

Shinzo Fukuhara's famous quote "Everything must be rich" serves as a guiding principle in products' development. Richness as it impacts the fullness of human experience, and the uncompromising drive for excellence.

Human Science

In creating new technology, Shiseido works with the body's innate ability to heal and balance itself, to give skin the power to maintain its own healthiest state – for life.

Omotenashi

Beyond the heart of hospitality to make customers feel valued and respected.

Promising a rich experience for the mind, body and spirit, as well as the skin, Shiseido moves forward, propelled by the power of the core values now and into the future.



Clockwise from left: Shiseido Pharmacy in 1902, Founder Mr Arinobu Fukuoka, Establishment of cosmetics department in 1916, the original ice cream soda machine.



140th Anniversary
Tradition of Innovation

Eudermine Revitalizing Essence
Limited 1897 Original Edition

SHISEIDO 140TH ANNIVERSARY

THE SHISEIDO WAY

Praise the virtues of the great Earth, Which nurtures new life and brings forth significant values.

Exactly one hundred and forty years ago, Shiseido was born.

It all began with one man – Arinobu Fukuhara. At the dawn of Japan's modernization in 1872, herbal-based pharmacies were ubiquitous and there were no alternatives for patients. But the forward-looking Arinobu – a former head pharmacist to the Japanese Imperial Navy – aspired to change the culture in Japan and beyond. He wanted to start the Shiseido Pharmacy, the country's first Western-style pharmacy, in bustling Ginza, Tokyo.

The root of Shiseido's name, which means "new wave creation", originated from the last four characters of the above verse from I Ching, the classic Chinese Book of Changes: Ban Butsu Shi Sei (万物生). It is a phrase that perfectly captures Shiseido's founding ideals of fresh values and pioneering creations. This also sets the tone for Shiseido to bring new value to the world by creating effective wellness solutions to real problems.

It didn't take long for Shiseido to come out with a series of innovations that weren't present back then. There was the Fukuhara Sanitary toothpaste, high-tech progression from the messier tooth powder that was well-received despite its high price tag. Then, there were beri-beri pills, a type of vitamin that no other company offered in those days (even the discovery of vitamin B1 came 20 years after the launch!). Endorsed by the highly regarded Tokyo Hospital, the sale of these beri-beri pills was record-breaking and the introduction of this supplement reduced beri-beri cases in Japan. Shiseido's product line-up even included a hair-restoring product, indigestion lozenges and a breath freshener.

A true pioneer, Arinobu had a dream to globalize the brand. When his Western-educated third son, Shinzo Fukuhara, took over the leadership reins of Shiseido's pharmacy, he fulfilled his father's wish. With his knowledge in pharmaceutical sciences and appreciation of fine arts, he breathed new life into Eastern traditions and sensibilities.

Shinzo's passion for visual beauty was the driving force behind Shiseido's transition from a pharmacy to a cosmetics and beauty innovator. Through his vision, Shiseido has evolved into a laboratory for both artistic and scientific ideas, consistently developing the best of both, to improve the quality of everyday life.

Shiseido stepped into the world of beauty with Eudermine in 1897. A softening lotion



Top to bottom:
Shiseido Cold Cream
launched in 1918,
Shiseido's first
whitening lotion
launched in 1917,
Shiseido Face Powder
launched in 1917,
the first Zen perfume
launched in 1964,
Eudermine launched
in 1997

