



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

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.

SHISEIDO
140
Anniversary

SHISEIDO



140th Anniversary
Tradition of Innovation
Eudermine Revitalizing Essence
Limited 1897 Original Edition

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 that culture in Japan and beyond. He went on to start the Shiseido Pharmacy, the country's first Western-style apothecary in bustling Ginza, Tokyo.

The root of Shiseido's name, which means "new value creation", originated from the last four characters of the above verse from I Ching, the classic Chinese Book of Changes: Ban Butsu Shi Sei (万物资生). 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, a high-tech progression from the messier tooth powder that was well-received despite its higher 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 this 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 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

SPIRIT OF INNOVATION

This moment. This life. Beautifully.

It takes more than aggressive advertising campaigns to keep the hearts of the unwithering and ever-growing fan base of Shiseido. This beauty giant is an epitome of a credible beauty brand that delivers efficacious products through its relentless pursuit of research in cutting-edge technology. This spirit is owed to its rich heritage and beginning as a pharmaceutical company, which moulded its approach to beauty unlike any other. Combining Eastern philosophies and Western science, Shiseido's skincare only represents the best and most brilliant scientific discoveries.

At the core of its scientific breakthroughs lies a belief that drives these successful innovations. Research and development extends far beyond the cosmetics and biology of skin. It is about human science: the scientific exploration of body, mind, spirit and beauty. Shiseido incorporates the whole of human perception, and considers our physical, mental, emotional and spiritual response to everything around us and continues to further its goal of enhancing human beauty and well being.

Today, Shiseido owns research centres in over 15 regions – including Japan, Europe, United States and China. In fact, the brand's ever-expanding R&D network is the largest among cosmetic makers worldwide. The strong R&D team has created many milestones of "first", which include introducing skin-softening lotion Eudermine in 1897, stabilising the use of retinol (vitamin A derivative to smoothen wrinkles) during the day, launching the very first sunscreen in Japan in 1923 and being first in the world to incorporate effective whitening ingredient arbutin in skincare. To add on to its accolades, Shiseido leads the game with its multiple wins credited by the International Federation of Society of Cosmetic Chemists (IFSCC), the world's most prestigious event for presenting cutting-edge cosmetic related research studies. To date, it has won 18 IFSCC awards, more than any other cosmetics company in the world.

Some of Shiseido's scientific breakthroughs are truly world-changing, but the brand's researchers can never stop pushing at boundaries to reach what lies beyond. They continue to challenge themselves, putting Shiseido at the forefront of skincare and make-up technologies. That's why even after 140 years of technological advancements, Shiseido is still fresh and relevant – now.

The Unique Step

Designed to soften the skin's outermost layer, the softening lotion by Shiseido preps the skin so that it fully absorbs the benefits of the skincare that follows, such as serums and moisturizers. In fact, Shiseido's very first cosmetic product was a softening lotion. Launched in 1897, Eudermine not only effectively replenishes the skin with generous amounts of moisture but also provides spot control. It has even inspired future lines of softeners, distinctive to each of Shiseido's skincare lines to address unique concerns. As part of the 140th anniversary celebration, Shiseido will be retailing Eudermine in limited quantity at all counters. Releasing in its original packaging, it will be a beauty product worth collecting.

In conjunction with its 140th anniversary, Shiseido is bringing back Eudermine in its original packaging when it first debut.



SUN SHIELD

Shiseido is the first beauty brand to introduce the concept of SPF in Japan. The pioneer's latest offering, **Perfect UV Protector SPF 50 PA+++** is heavy weight in protection but feather-light to the touch. It goes beyond sun protection to also prevent future DNA damage and the onset of spots and wrinkles. Highly water resistant yet easily rinsed off with cleansing foam, it is ideal for both sports and daily use.

CREATE THE PERFECT FUTURE

Future Solution LX Total Regenerating Cream harnesses the winning research of IFSCC. This high-performance moisturiser softens the effects of time on the skin. It reduces wrinkles and compensates for the loss of firmness while intensively hydrating and energising. An anti-aging must-have.

RESHAPE YOUR FACE

Revital Lifting Mask Science EX uses the world's finest lifting fibres to firm up facial contours. It contains 30ml of serum – concentrated goodness that refines the skin's texture and promotes radiance. Drape it snugly over the face for that dramatic lift overnight.



FIRM CONTOURS FAST

Formulated with breakthrough ingredient Bio-Corrective Complex, **Bio-Performance Super Corrective Serum** helps to restore the skin's natural ability to produce collagen, elastin and biohyaluronic acid – this revolutionary, time-fighting serum does wonders to erase wrinkles, sagging and dullness and reveal timeless skin in just one day.

SANS-SPOT

Shiseido produces five out of the 13 approved whitening agents in Japan, and three are found in **White Lucent Intensive Spot Targeting Serum+**. Using Shiseido's MelanoCrush Energizer, an exclusive technology inspired by laser therapy, the serum penetrates deep beneath the skin's surface to crush and push dark and stubborn spots up and out to help you achieve brighter, clearer skin.

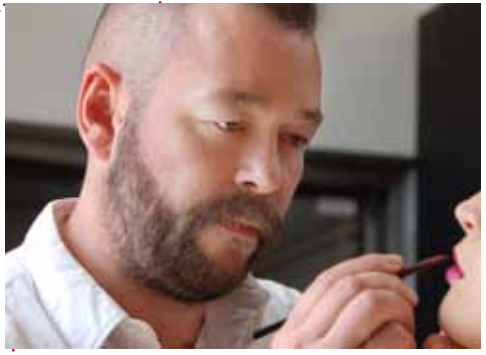
SKIN GUARDIANS

Thanks to 140 years of scientific innovations, there are shelves upon shelves of Shiseido goodness oriented towards the total well-being of your skin. From the three skincare pillars of Shiseido, whitening, anti-aging and sun protection, we select the bestsellers that have not only altered the skincare landscape, but also changed the way natural beauty is viewed. Pamper your skin with our top picks above.

BEAUTY AUTHORITY

At Shiseido, cosmetics go beyond the creation of a gorgeous face. The beauty house believes that makeup is an extension of skincare– continuous care for the skin. The Japanese's holistic and unique approach is to introduce makeup products that feature not only gorgeous shades but in the finest textures and comes with great skincare benefits. Upholding its philosophy, Shiseido introduces effective skincare ingredients in its makeup products ensuring that women around the world enjoy pampering beyond just vivid colors. This clearly leads Shiseido in the competition. With two distinctive ranges – Shiseido Makeup (SMK) and Maquillage – there is something for every woman.

Helmed by internationally renowned makeup artist Dick Page, SMK leads the way with its forward thinking in the realm of colors. Since Dick Page joined the brand as an Artistic Director in 2007, he has infused SMK with brighter, beautiful shades. Known for his runway collaborations with top celebrities, photographers and designers such as Narciso Rodriguez, Marc Jacobs and Michael Kors, Page is a man captivated by colors– how they influence the emotions, what they signify, and how they work with each other. The forerunner envisions SMK as a brand that complements global fashion and artistic sensibilities with Japanese aesthetics and technology and aims to create products that are and will be peerless.



In Asia, Maquillage embraces natural beauty that fits into your everyday makeup routine. Featuring sheer, soft colors that bring out the subtleties of Asian beauty, the approach is flawlessly gentle yet utterly flattering. Maquillage anchors itself with highly raved lip products every season, winning the hearts of many women since its launch in 2005. All products are specially formulated to bring out the best in Asian women– alluring eyes, pouty lips and slimmer contoured faces.

Whether you have a penchant for makeup products with vibrant colors or refined textures, Shiseido will be there for you. And it loves your skin while at it, making every moment of your life shine.

COLOR BEAUTIFUL

Forget make-up trends that come and go. We've picked out these well-loved Shiseido cosmetics from both SMK and Maquillage so you can sizzle with your very own look.



SHISEIDO MAKEUP

Cult Favourite | Perfect Refining Foundation SPF 16 It is a foundation like no other. The refined and smooth texture gives the perfect and flawless finish. Women who are constantly on the go enjoy the lasting results up to eight hours. **Latest Hit | Shimmering Rouge** Sheer colour on first application and intensify as you add on. Shimmery finish pouts the lips instantly. Seven new brilliant shades launched this Spring. **Insider's Choice | Shimmering Cream Eye Color** Lustrous and creamy texture with a smooth powder finish. Celebrity makeup artist Clarence Lee's must-have for every look. He assures this eye color doesn't collect at the crease and the result is long lasting. Perfect for smokey eyes.



MAQUILLAGE

Cult Favourite | Maquillage Face Creator 3D The multi-functional palette highlights, contours and adds colors to your face. A must-have for those who seek convenience in one palette. **Latest Hit | Maquillage Styling Eyes** Achieve a delicate fine line or smokey finish with the unique applicator. **Insider's Choice | True Rouge** Get gloss-like shine, beautiful colors, rich moisture with true lasting power – all in one ideal lipstick. Renowned makeup artist Larry Yeo swears by it. He loves the easy application and stunning results.

