

Revamped Dr.Ci:Labo brand names first brand ambassador



Japanese actress Chiaki Kuriyama is beauty brand Dr.Ci:Labo's first-ever Global Brand Ambassador

Johnson & Johnson-owned Dr.Ci:Labo, the number one derma-cosmetics brand in Japan, has undergone a brand transformation and announced a new Global Brand Ambassador.

The brand will showcase its new identity at the forthcoming Virtual Travel Retail Expo (October 12-16, 2020).

Dr.Ci:Labo was founded by renowned Tokyo dermatologist Dr. Yoshinori Shirono in 1999 and has since become a trusted Asian skincare brand for troubled skin.

Known for its scientific research and development, the brand seeks to help women achieve flawless beauty from within through its philosophy of "Simple, Results, Science":

This philosophy has now been incorporated into the brand's identity and logo as three vertical lines together. Its three holistic beauty offerings are represented with three horizontal lines - Shirono Clinic (foundational medical solutions), Ci:z Salon (specialty care by beauty professionals) and Dr.Ci:Labo (everyday skincare).

Inspired by Kumiko woodcraft, a traditional Japanese woodworking technique, the six interlocking lines when combined form the Dr.Ci:Labo Kumiko Cross, which is a modern interpretation of the original Dr.Ci:Labo logo.

All product packaging and POS are being upgraded to reflect Dr.Ci:Labo's new branding.

New Global Brand Ambassador

As part of the brand transformation, Dr.Ci:Labo has appointed Japanese actress Chiaki Kuriyama as its first-ever Global Brand Ambassador.

Kuriyama started her modeling career at the age of five. She began her acting career at 15, eventually starring in popular Japanese films such as “Battle Royale” as well as Hollywood productions like Quentin Tarantino’s “Kill Bill Vol.1”.

Sandrine Tesnière, Head of Marketing, Media and Digital, Travel Retail at Johnson & Johnson, said: “Drawing from Dr.Ci:Labo’s simple, science-based and results-driven philosophy towards beauty, the refreshed brand identity aptly positions Dr.Ci:Labo for the future of skincare while signaling to its supporters the brand’s commitment to continue delivering innovative skincare products that unlock the skin’s beauty potential.

“We are proud that Dr.Ci:Labo’s new look will first be unveiled in the travel retail channel as the brand continues to build brand presence with an international audience. We are excited to see our beautiful brand come to life in the travel retail segment as we work hand in hand with our retail partners.”