

Shiseido returns to Consumer Expo in Hainan for third consecutive year



Shiseido Company brands at the expo include Clé de Peau Beauté, NARS, Serge Lutens and Shiseido

[Shiseido Company, Limited](#) is participating at the [China International Consumer Products Expo](#) ("Consumer Expo") taking place from April 11 to 15 in Hainan, for the third consecutive year.

According to the company, "Curated around the theme 'Awaken Your Inner Beauty,' the booth (Hall 5, stand number: 5H23) presents new launches, limited editions and travel-exclusive products from 11 brands under Shiseido's diverse portfolio, as well as the Company's efforts to support sustainability and inclusivity. The exhibition reinforces the Company's commitment to creating unique value for travelers with a strategic focus on China and Hainan, which remain key drivers of Shiseido Travel Retail's growth in Asia."

The company's various activations at the Expo are outlined below:

"Skincare brand Shiseido welcomes delegates into its #ALIVEwithBeauty universe – a celebration of energy and movement through the brand's signature color, Living Red. The circular design houses distinct skincare zones focused on three core franchises; anchored by Shiseido's iconic serum, Ultimune, the experience is complemented by discovery touchpoints for the brand's anti-aging pillar, Vital Perfection, and the luxurious Future Solution LX range.

"Prestige brand Clé de Peau Beauté presents The Serum and brings its aura sparkle-inspired #FasterRenewal concept to life at the Consumer Expo. The immersive showcase also features discovery areas to explore the iconic La Crème and bestselling lines Key Radiance Care and Supreme Series.

"NARS is featuring the NONSTOP NARS Virtual World that transports delegates into the interactive virtual world where NARS makeup artistry is demonstrated through edutainment, discovery and gamification elements. NARS also unveils a range of its new launch Soft Matte Complete Foundation, top-selling Light Reflecting Foundation and Powermatte Lipsticks, as well as the NONSTOP NARS travel exclusives – Face Palette and Light Reflecting Setting Powder dressed in an exclusive bold red

packaging.

"The Shiseido Japanese skincare wall displays skin beauty innovations from IPSA, THE GINZA, BAUM, ELIXIR, and ANESSA. ANESSA is exhibiting a limited edition of its bestselling Perfect UV Sunscreen Skincare Milk in exclusive packaging featuring Doraemon, the titular robotic cat character from the Japanese manga series. The 'Whistling Doraemon' design is exclusively available for Hainan travelers, in a travel-exclusive 90ml size.

"Shiseido Group's high-end fragrance brands Serge Lutens, narcisco rodriguez and ISSEY MIYAKE spotlight their latest novelties along a dedicated wall in the booth. Serge Lutens returns to the Consumer Expo to celebrate the 10-year anniversary of its iconic fragrance, La fille de Berlin; and ISSEY MIYAKE makes its first appearance at this show with its latest addition, A drop d'Issey Eau de Parfum Fraîche."

In line with its mission, BEAUTY INNOVATIONS FOR A BETTER WORLD, Shiseido reaffirms its commitment to sustainability with a dedicated area of refillable products in support of a circular economy. This year, the Company will provide refills for more than 150 products in the Chinese domestic market and delegates can interact with 16 star products' refill combinations at the Expo.

Shiseido is also highlighting its social contribution initiative, Lavender Ring, launched in 2017 in Japan to help cancer survivors regain their self-confidence through the power of makeup. At the Expo, the Company is presenting a photo gallery of participants who took part in China's debut of Shiseido's 'Lavender Ring Makeup Photos with Smiles' initiative last year.