

SHISEIDO ULTIMUNE III launches in travel retail



Revitalized in 2018, SHISEIDO ULTIMUNE has gathered a loyal and diverse following thanks to its ability to highlight the natural beauty of skin; powered by The Lifeblood, the new ULTIMUNE represents a breakthrough that revolutionizes the performance of skincare

SHISEIDO has launched ULTIMUNE Power Infusing Concentrate III, a renewal of the iconic serum powered by advanced dermatological research and world-leading technology, The Lifeblood.

Available in travel retail from July 1, the new ULTIMUNE represents a scientific breakthrough that revolutionizes the performance of skincare.

SHISEIDO's longstanding research into the relationship between blood circulation and skin beauty has led to the discovery that consistently good blood flow is the key to healthier looking skin. The Lifeblood technology promotes constant and improved blood flow, which enhances circulation and elevates a higher state of healthy vibrancy. It works with ULTIMUNE's unique ImuGenerationRED Technology to help strengthen the skin's inner defences, resulting in skin that looks endlessly smooth, radiant and resilient.

The new ULTIMUNE offers a timely response to consumers' evolving beauty needs. A global survey by SHISEIDO revealed that most consumers worldwide view "healthy vibrant skin" as their ideal skin condition. With the COVID-19 pandemic, consumers have become increasingly aware of the importance of skincare and the appearance of their bare skin - the desire to keep skin looking beautiful has been found to be a key concern. With SHISEIDO ULTIMUNE Power Infusing Concentrate III, consumers can accelerate their journey toward healthy, vibrant skin.

First introduced in 2014, and revitalized in 2018, SHISEIDO ULTIMUNE has gathered a loyal and diverse following thanks to its ability to highlight the natural beauty of the skin. The popularity of this star product continues to grow, with a consumer choosing ULTIMUNE every 6.8 seconds. The leading product has won 200 awards globally.

SHISEIDO ULTIMUNE Power Infusing Concentrate III is available in 50-ml and 100-ml (travel retail exclusive) in Travel Retail Asia Pacific and Japan from July; in Travel Retail Europe, Middle East & Africa (EMEA) from September; and in Travel Retail Americas from October.