

Shiseido ULTIMUNE Power Infusing Serum tailor-made for travel retail



Shiseido's ULTIMUNE Power Infusing Serum is available in a travel-exclusive bottle

Prestige skincare brand SHISEIDO has introduced a travel-exclusive 100ml bottle for its new ULTIMUNE Power Infusing Serum.

Offering high-performance, science-driven skincare tailored for global travelers, the product launched in in travel retail Asia Pacific, Japan, Europe and Middle East in March 2025, with availability in travel retail Americas from July.

SHISEIDO ULTIMUNE Power Infusing Serum is said to redefine skin resilience with its most advanced formulation yet. As the world's first memory T cell anti-aging serum, ULTIMUNE strengthens the skin's natural defenses by slowing the aging cycle and promoting a stronger, healthier complexion over time.

At the core of this innovation is Power Fermented Camellia+ technology, a refined Japanese bio-fermentation process that enhances Camellia seed extract, amplifying amino acid content to fortify skin from within. This technology activates Memory T Cells, helping to eliminate aging cells and

regenerate up to 30 million skin cells for a more youthful appearance. The result is a smoother (+18%), firmer (+27%) and more radiant (+19%) complexion in just eight weeks.

The serum's silky, lightweight texture is now enriched by Maturika, a botanical extract known for its soothing properties, and a delicate green floral fragrance.