

# Video Clip: Shiseido celebrates 150 years with global campaign

SHISEIDO is celebrating its 150th anniversary with the launch of 'From life comes beauty,' a global campaign which conveys SHISEIDO's enduring focus on life as the essence of beauty and its ongoing pursuit of uncovering the mechanisms that connect beauty and life. The campaign also marks the launch of three limited-edition products that were realized from the brand's Life Science research.

## **The Crystallization of Life Science: SHISEIDO's 150th Anniversary Collection**

For the past 150 years, SHISEIDO has been studying the connection between life and beauty through its research into immunity, neuroscience, and the bloodstream. These studies on the vital mechanisms of human life underpin SHISEIDO's Life Science approach, driving its mission to create products that add a healthy vibrance to people's lives.

The fruits of this unique research take shape in SHISEIDO's 150th anniversary collection, comprising three limited-edition products which individually symbolize "Heritage," "Living Innovation," and "Future," to signify SHISEIDO's past, present, and future. The designs use an arabesque motif that was featured on wrapping paper created in the Taisho era (1912-1926) by Sue Yabe, a member of the company's design department at that time. Transformed from the original design using 3D software, the new designs express the dynamism of life that opens up a new future while harnessing the assets of the past.

## **Two of the limited-edition icon products have been launched in travel retail:**

### **EUDERMINE Revitalizing Essence**

A symbol of SHISEIDO's Heritage, EUDERMINE Revitalizing Essence was launched in 1897 as the brand's first skincare product formulated based on Western pharmacology. Marketed as a high-grade lotion, it became known as "SHISEIDO's Red Water" and was relaunched in 1997 as the current EUDERMINE Global to mark its centenary. Packaged in an FSC-certified paper carton, the new limited edition is presented in a glass bottle reminiscent of its original shape, etched with SHISEIDO's arabesque design and showcasing the lotion's vivid red color that has become synonymous with EUDERMINE.

### **ULTIMUNE Power Infusing Concentrate III**

SHISEIDO's bestselling serum, ULTIMUNE Power Infusing Concentrate III - symbolizing Living Innovation - was renewed in 2021 to further enhance the skin's inner defences. Powered by advanced dermatological research, ULTIMUNE combines world-leading technology, The Lifeblood™, with ImuGenerationRED Technology™ to boost blood circulation and strengthen the skin's inner defences for a healthy vibrant look.

The 150th anniversary limited-edition EUDERMINE and ULTIMUNE (both 100-mililiters) are now available in Travel Retail Asia and Japan, while ULTIMUNE is additionally available in Travel Retail Americas.

SHISEIDO's commitment to its Life Science approach is captured in the "From life comes beauty." campaign, which aims to encourage people to think about the essence of beauty and the life within it. SHISEIDO believes that if people around the world - regardless of age, gender and region - continue the conversation about how beauty and life are related, it will inspire changes for a better world and a more fulfilling future.

## **The key touchpoints of the campaign include:**

### **Campaign emblem - Alive Ring**

Symbolizing SHISEIDO's long heritage of Life Science research, expressed through SHISEIDO's iconic red color and circular arabesque patterns.

### **Campaign key visual**

Featuring a diverse group of people, representing SHISEIDO's belief in the beauty of life and its desire to bring out the beauty of each individual.

### **"From life comes beauty," campaign [movie](#)**

Featuring 150 people of different ethnic backgrounds, genders, and ages from all over the world giving their views on "what is beauty?"

### **[Life and Beauty Museum](#)**

Digital showcase of SHISEIDO's pursuit of the link between beauty and life over 150 years through stories, innovation and history.