

SHISEIDO and CDFG light up Haitang Bay



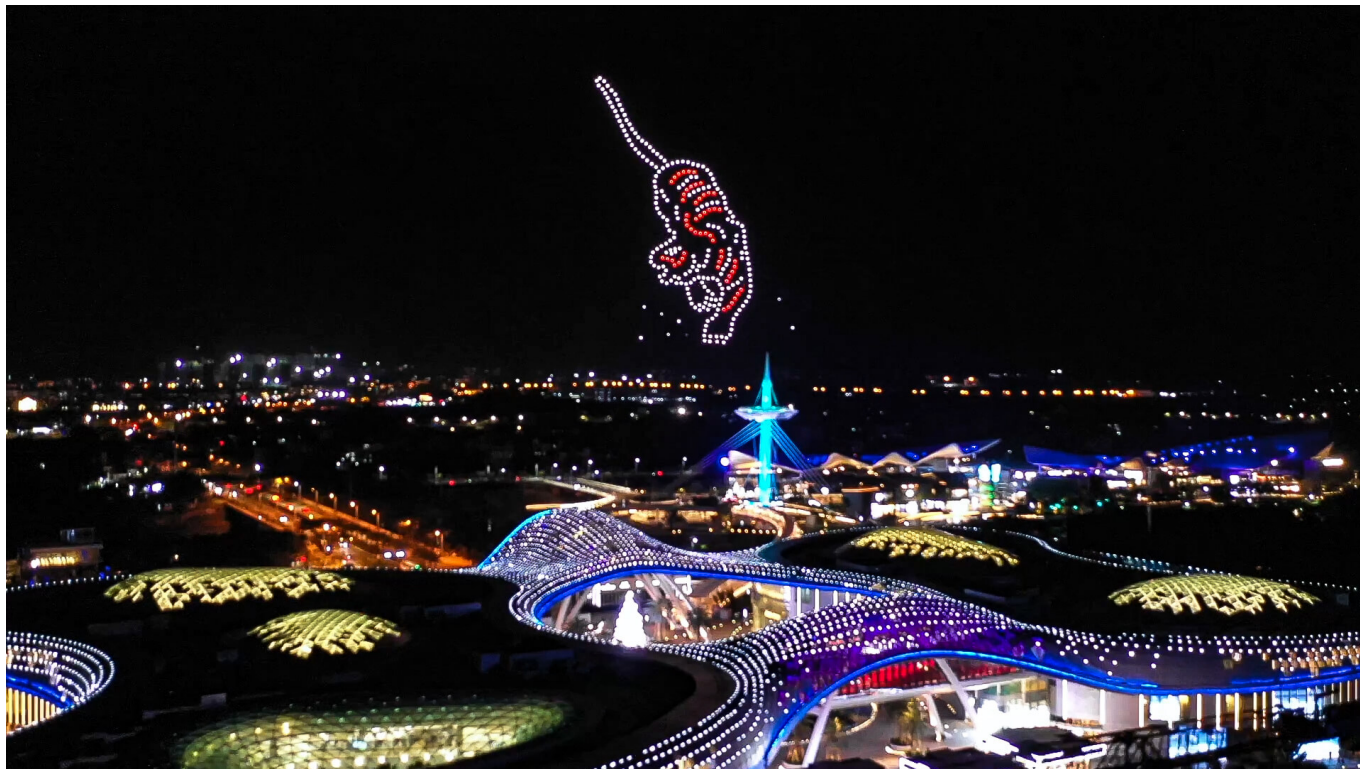
The sight of 300 drones creating images such as the SHISEIDO logo was captivating to onlookers

SHISEIDO and CDFG partnered on a stunning drone light show over Haitang Bay, which welcomed the New Year. This performance not only underlined the relationship between the two companies while celebrating the event, but also kicked off a milestone year for Shiseido Company, which this year celebrates the 150th anniversary of its founding, marking its sesquicentennial anniversary in the Year of the Tiger.



Together, CDFG and SHISEIDO created a dazzling display

The 300-drone light show dazzled audiences as it illuminated the skyline above Sanya International Duty Free Shopping Complex, while taking Shiseido storytelling to new, dizzying heights. The 15-minute show created a number of images including the SHISEIDO and CDF logos; SHISEIDO's iconic camellia logo and flower; the brand's award-winning serum, ULTIMUNE; celebratory fireworks; and the Lunar New Year 2022 zodiac animal, the tiger.



Among other images, SHISEIDO's 300 drones created an image of the tiger in advance of the year ahead

Since its inception 150 years ago, Shiseido has expressed the belief that the power of beauty can help bring happiness; in addition to continuing with this strong belief, the company has stated the mandate to go beyond the world of cosmetics, helping to create a sustainable future for all.