



NEWS RELEASE
19 APRIL 2023

**FOR A FUTURE WHERE PEOPLE AND THE PLANET CONTINUE TO SHINE
UNDER THE SUN**
New Limited "Doraemon" from ANESSA

Under the theme of "Shine Infinitely", ANESSA will be launching a limited edition in the design of popular character "Doraemon" to bring about a future where both people and the earth will continue to shine under the sun. The "Doraemon" design package will be available in limited quantities.

Shiseido aims to create a "SUNstainable World" where people and the planet continue to shine under the sun. A limited quantity of Doraemon ANESSA Perfect UV Sunscreen Skincare Milk and ANESSA Perfect UV Sunscreen Skincare Mild Milk will be launched from 19 April 2023, exclusively at Watsons Malaysia stores and online.

There will also be an exclusive Doraemon Anessa Playland (pop-up store) built at Fahrenheit 88 Outdoor, operating from 19 April – 2 May.



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ABOUT PACKAGE DESIGN

The package of "ANESSA Perfect UV Sunscreen Skincare Milk" (60mL) is designed with the wish that "people to shine with the sun into the future."

The package of "ANESSA Perfect UV Sunscreen Skincare Mild Milk" (60mL), which is designed for sensitive skin and babies*, features the gentle face of Dorami-chan, who is Doraemon's beloved sister. This item was created with the wish for parents and children to enjoy sun care together.

At the back of the package, a secret gadget of Doraemon is illustrated, attracting the attention of fans. In addition, the company is committed to environmentally friendly product manufacturing and uses paper packaging made from responsibly sourced wood resources.

**Babies above 12 months old.*



**ANESSA _Perfect UV
Skincare Milk with Doraemon**



**ANESSA _Perfect UV
Mild Milk with Dorami**



Anywhere Door



Dorami chan

Hopter

Secret gadget at the back



PRODUCT FEATURES

ANESSA Perfect UV Sunscreen Skincare Milk (in Doraemon design)

The strongest UV protection within ANESSA.

It is formulated with "Auto Booster Technology" that reacts to sweat, water, heat, and moisture in the air to form a stronger UV-blocking film. It also contains a plant-derived blend of moisturizing and beautifying ingredients that prevent dryness damage caused by UV rays and provide moisture to the skin. This beauty sun care product combines a powerful UV blocking effect with skin care benefits. In addition, this sunscreen has a beauty-enhancing effect that creates translucent, beautiful glowing skin. It is resistant to rubbing and mask wearing and is surprisingly lightweight and easy to use in daily life.

ANESSA Perfect UV Sunscreen Skincare Mild Milk (in Dorami design)

Ultra-Gentle, Ultra Comfortable UV protection for sensitive skin.

Formulated with "Smooth Protect Technology", this product provides a smooth and comfortable feel on the skin without any burden on the skin. This technology disperses UV-protecting agents at the nano-level so that the sunscreen spreads evenly, providing a silky, smooth, high-quality feel. Furthermore, it is additive-free*2, fragrance-free, and colorant-free, and has a hypoallergenic formula that can be used on all skin types, from adults with sensitive skin to babies*1 and children.

**2 Free of alcohol, preservatives (parabens), and mineral oil*

**1 Babies above 12 months old.*



ABOUT ANESSA

ANESSA is a Japanese sun care expert brand established in 1992 by Shiseido Corporation. Going beyond sunscreen, ANESSA helps people lead healthy, active, fun-filled, beautiful lives under the sun. ANESSA's suite of products is based on formulas that utilize powerful UV-blocking technology and 50% skincare ingredients that defend skin against UV rays in any environment. Boasting the No.1 position in sales for 22 consecutive years in Japan, ANESSA is currently available in Japan and across 10 Asian countries and regions.

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