

NEWS RELEASE

14 March 2023

**SHISEIDO LAUNCHES NEW EUDERMINE ACTIVATING ESSENCE**

*The New Generation Skincare Features Innovative Technologies that  
Activates Your Skin's Self-Restoring Power*



Did you know that our skin has natural self-restorative power and it is possible to regain your skin clarity and glow? Building on this message of regeneration, Shiseido has introduced the all-new Eudermine Activating Essence to boost the skin's self-restoring power for a more radiant and rejuvenated appearance.



Eudermine, Shiseido's first skincare product launched in 1897, was formulated using the most advanced Western pharmaceutical technology of the time. Named using the Greek words "eu" and "dermine"(derma), meaning "good" and "skin," Eudermine has steadily gained popularity as 'Shiseido's red water' and over the years, the formulation has been continually improved to suit the needs of each generation.



Today, it has been reconceptualised as Eudermine Activating Essence, featuring innovative technologies seen in both the skincare formulation and the new replaceable packaging. The idea behind Eudermine towards the achievement of healthy and beautiful skin has remained unchanged even in today's technologically advanced world.



### **Eudermine Activating Essence (145ml)**

The benefit-rich essence lotion helps to tap into the skin's own energy to unlock its full potential so that it can recharge, remove impurities, and renew itself. The product is formulated with microparticles of oil which are just 1/100 the size of emulsion that can quickly absorb deep into the stratum corneum for long-lasting moisture.

The evolution of Eudermine Activating Essence is a testimony to Shiseido's resourcefulness in combining innovation in science with lasting beauty, having developed the world's first leading Lifeblood technology employed in the formulation of Eudermine Activating Essence, Ultimune power-infusing concentrate and Essential Energy hydrating cream.

The unique ActiveRED Technology, powered by Lifeblood, helps the skin to focus on restoration, absorbing important nutrients along the way. As the skin renewal cycle continues, skin is hydrated, skin concerns such as visible pores, blemishes and dullness are cleared, resulting in healthy, vibrant skin.

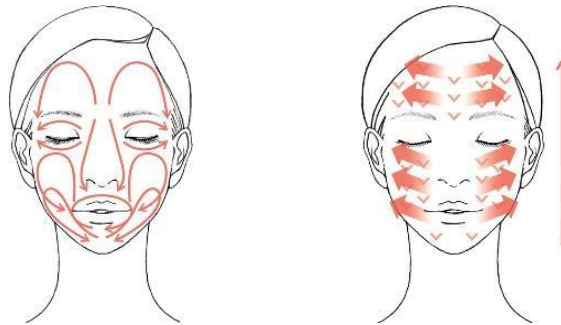
Formulated with Shiseido's unique Fermented Kefir Extract, Yuzu Extract and original skin-conditioning ingredient 4MSK based on ActiveRED Technology, this new essence lotion is designed to restore the user's own natural beauty. With every use, the skin will regain its beauty and clarity.

Eudermine Activating Essence is dermatologist-tested, non-comedogenic-tested, paraben-free and mineral oil-free.

### How to Use

Eudermine Activating Essence is a concentrated, skin-comforting essence lotion that spreads smoothly over the entire skin and quickly penetrates deep into the stratum corneum to diminish the appearance of fine lines and wrinkles caused by dryness.

Every morning and evening, after cleansing your face, apply an appropriate amount to your palm or a cotton pad and gently smooth over your face. For more effective results, use the tapping method to increase blood flow: After lightly spreading the lotion over the face, tap rhythmically and lightly with your ring, middle and index fingers in sequence using the tips of your fingers in a continuous motion.



Suitable for all skin types, the lotion leaves the skin radiant, translucent, hydrated and smooth.

### Shiseido's SkinCyclopedia

A survey conducted by Shiseido in 2022 revealed that people who neglected skincare over the past few years reported their skin as having diminished self-restoring power, which has been defined as 'the skin's inability to restore itself using the body's intrinsic mechanisms'.

To meet these needs, Shiseido has established SkinCyclopedia, a website about Eudermine that highlights the importance of the skin's self-restoring power. SkinCyclopedia was coined by combining the words "skin cycle" and "encyclopedia." It was designed with a focus on the skin cycle, the origin of beauty and shares tips for encouraging the skin's daily renewal



process.

The website features a special video starring Hikari and content by influencers who talk about their experiences using Eudermine Activating Essence. In the video, Hikari shows her routine for encouraging the skin's renewal process, including how she rejuvenates her mind, body and skin. The Habits of Self Restoration video shows how she uniquely incorporates singing bowls, incense, tea and plants in addition to skincare, as a way to encourage her skin's self-restoration.

Other featuring stories include the history of Eudermine, clinical trials results, and product technologies, ingredients, functions (#BehindtheEudermine), and sustainable packaging.

### Hikari Mori – Global Ambassador



In conjunction with the launch of Eudermine Activating Essence this March 2023, Shiseido has appointed Hikari Mori as its Global Ambassador. Known for her inner strength and beauty, Hikari was chosen because she perfectly embodies Eudermine which has become so much a

part of Shiseido's heritage and the beauty of Japanese culture.

Born in Tokyo in 1992, Hikari is active as a model in Japan and abroad, and has appeared on the cover of VOGUE Japan, and a variety of shows and television programmes. She has also been featured in campaigns for world-renowned high jewelry and fashion brands.

She is an ambassador for Plan International Japan, a non-profit organisation dedicated to supporting girls in developing countries. Hikari is among the founders and creative director of tefutefu, which promotes the charm of Japan through the development of new products utilising traditional craft techniques. In this role, she promotes Japanese style wellness practices that pay tribute to traditional roots while modernising them to appeal to a global audience.

Since 2013, she has been an ambassador for several other Shiseido brands such as INTEGRATE, ANESSA, NARS and MAQUILLAGE. In 2022, she won the BVLGARI Aurora Award and the FIGARO JAPON "Business with Attitude" Award.

She communicates via her official Instagram account(@hikari) and YouTube channel (@Hikari\_Mori) where she not only talks about fashion, but also about her lifestyle and her love for nature and the environment.

### **Sustainable Beauty**

Shiseido's Eudermine Activating Essence comes in a new, refillable container, integrating advanced research findings and the brand's heritage. It is a cosmetic solution combining aesthetics and efforts to contribute to the reduction of environmental impact, both of which are necessary for the prestige cosmetics of the future.



It employs the world's first LiquiForm® packaging, a new system for skincare refills that is easier and more hygienic. The refillable package design consisting of a main body and a replaceable container comes in a unique dual structure that provides premium packaging, allowing for a single-step bottle refill, thus reducing plastic waste by 92% compared with the regular packaging.

LiquiForm® is a one-step technology for manufacturing bottles and filling them with liquid content. The use of refill containers based on this technology reduces CO<sub>2</sub> emissions throughout the entire supply chain, from the procurement of raw materials to manufacturing,



consumption and disposal. Its single-material design also makes it highly recyclable.

Eudermine Activating Essence retails for RM360 And is available at nationwide counters, boutiques, kiosk and selected Sephora stores: [www.shiseido.com.my/Storelocator](http://www.shiseido.com.my/Storelocator) and online sites: [shop.shiseido.com.my/](http://shop.shiseido.com.my/) & [www.lazada.com.my/shop/shiseido](http://www.lazada.com.my/shop/shiseido) .

The public can head over to the Centre Court of Mid Valley Megamall from today until March 19, 2023 to experience and learn more about Eudermine, 1 Utama from 20 to 26 March, and KLCC from 27 March to 2 April. More information of the new Eudermine is also available via [shiseido.com.my/lp-eudermine.html](http://shiseido.com.my/lp-eudermine.html).

#Shiseido #ShiseidoMalaysia #ShiseidoSkincare #ShiseidoEudermine  
#ActivateRestoringPower #4weekswithEudermine @shiseido

#### **About brand SHISEIDO**

*SHISEIDO is the key global prestige brand of the Shiseido Group that markets skincare, makeup, sun care, and fragrance products in 88 countries and regions around the world. It helps maximize the power of the beauty of each individual customer and attain an energetic beauty in both mind and body through skincare and makeup products created using the latest technologies.*

- SHISEIDO official website (Malaysia) <https://www.shiseido.com.my/>
- SHISEIDO official Facebook (Malaysia) <https://www.facebook.com/shiseido.malaysia/>
- SHISEIDO official TikTok (Global) <https://www.tiktok.com/@shiseido>
- SHISEIDO official Instagram (Global) <https://www.instagram.com/shiseido/>

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