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Shiseido Americas puts focus on customization with MatchCo acquisition

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MatchCo foundation

By STAFF REPORTS

Beauty group Shiseido's American affiliate has acquired startup MatchCo in an effort to further customize its offerings to consumers.

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The California-based MatchCo developed a mobile application that scans a user's face and wrists, using the data collected to blend a foundation shade specifically for their skin tone. With this addition, Shiseido plans to leverage MatchCo's technology to personalize cosmetics throughout its umbrella of brands.

Makeup matchmaker

MatchCo was launched in November 2015, named one of Apple's best new apps in its store that month. Since then, it has earned awards from publications including Good Housekeeping and Teen Vogue.

With MatchCo, Shiseido plans to further digital technologies that can measure and analyze skin tone and increase its offering of customized products. The beauty group will also focus on expanding its direct marketing initiatives, requesting feedback from consumers to better reach them.

"We are thrilled to welcome MatchCo, a company possessing innovative digital technologies, into our group," said Masahiko Uotani, CEO of Shiseido Group. "Creating innovations is an area of special strategic focus for Shiseido Group, and we look forward to offering more unique value to consumers around the world.

"This will now be made possible through accelerated innovation in rapidly evolving digital tools and customized products."



MatchCo app

With this acquisition, for which financial terms were not disclosed, MatchCo will still be based in California, retaining its engineering facilities in Palo Alto and its marketing and operational headquarters in Santa Monica. The startup will now be included in Shiseido's Makeup Center of Excellence housed in New York ([see story](#)).

"Today our MatchCo customer experiences her own bespoke foundation individually made to match her skin tone from the comfort of her own phone, but this is just the beginning," said Andy Howell, founder/chief strategy officer of MatchCo. "As part of the Center of Excellence, we look forward to collaborating with the brands in Shiseido's global portfolio to usher in a new age of personalization, A.I. for Beauty."

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