

FRAGRANCE AND PERSONAL CARE

## Shiseido reveals new sustainable skincare brand

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*Shiseido is introducing Ule, a French sustainable skincare line. Image credit: Shiseido Group*

By LUXURY DAILY NEWS SERVICE

Japanese beauty group **Shiseido** is leaning into the conscious beauty space by launching a new prestige skincare brand.

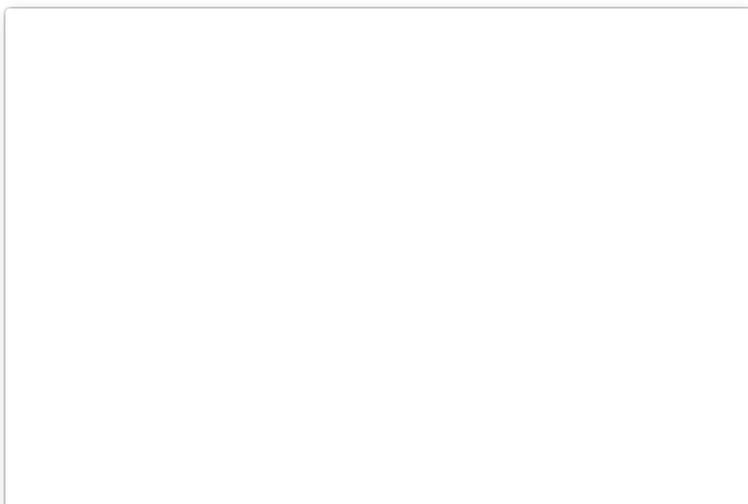
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French skincare brand Ul will be debuting with an [ecommerce site](#) and a Parisian boutique. Shiseido EMEA employees spearheaded the brand's creation from the initial concept to product development.

### Introducing Ul

Ul will launch with eight products, including skincare and supplement. Prices will range from 30 to 119 euros, or about \$32 to \$128 at the current exchange.

Shiseido Group leveraged its expertise in skincare technology, as well as relationships with startups and experts in nutrition and botany, to develop the line. Ul's values are centered on responsible sourcing, product safety, environmental impact reduction and transparency.



[View this post on Instagram](#)

A post shared by Ul Beauty (@ule.beauty)

### *Ul has been teasing its debut on social media*

On average, Ul products have sourced 84 percent of their ingredients in France, enhancing traceability and reducing the environmental impact of shipping. The brand also built a vertical farm outside of Paris, allowing it to grow exotic plants without relying on global sourcing.

Additionally, at least 96 percent of Ul's ingredients are of natural origin. All ingredient and product origins are available on the brand's ecommerce site and packaging.

Production and packaging happen at Shiseido's factory in Ormes, France. To further lessen its environmental impact, Ul uses bio-sourced materials and reduced the weight of glass jars.

Consumers are increasingly looking for conscious or clean beauty products which are good for their skin and the environment and luxury leaders are keeping up with demand.

Last year, LVMH-owned beauty retailer Sephora expanded on its sustainability efforts by introducing a new Clean + Planet Positive label for brands that meet certain clean and environmental standards.

Building off its Clean at Sephora program, the new Clean + Planet Positive subcategory includes brands that aim to change the beauty landscape and the planet. To earn the Clean + Planet Positive seal, brands must be Clean at Sephora-approved and must prove efforts toward sustainable sourcing, responsible packaging and donating to environmental causes ([see story](#)).

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