

FRAGRANCE AND PERSONAL CARE

Shiseido celebrates 150 years of beauty innovation

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For more than a century, the brand has aimed to push the envelope on beauty, redefining what it means and how people approach it. Image credit: Shiseido

By NORA HOWE

Japanese beauty group Shiseido is reflecting on 150 years of beauty as it celebrates its milestone anniversary and continues its mission toward innovating beauty for a better world.

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In 1872, Shiseido opened its doors as the first Western-style pharmacy in Ginza, Tokyo. Since then, it has made waves in the beauty world by introducing innovative processes, ingredients and opportunities for women to excel in the industry.

150 years of Shiseido

Twenty-five years after launching the pharmacy, Shiseido eventually broke off to become an independent cosmetics unit in 1897, when it developed Eudermine the first lotion based on Western pharmacology.

Shiseido's original approach to cosmetics was to view them from a scientific perspective, focusing on skincare as opposed to make-up a business model that was unique for its time.

From that point, the company set out on a single mission: to innovate beauty for a better world. It introduced Hanatubaki, the first authentic Japan-made perfume, hairstyles that blended Japanese and Western fashion and a barrier-free makeup application method for the visually impaired, while also supporting opportunities to include women in decision-making environments.

Today, 34.7 percent of managers in the Shiseido Group in Japan are female, while 46.2 percent of the board of directors is female. The ratio of women in management positions at overseas regional business sites has exceeded 60 percent.

In a short film to honor its anniversary, Shiseido invites viewers to contemplate the definition of beauty, where beauty exists today and its inextricable connection to life.

150 years of innovation

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