

FRAGRANCE AND PERSONAL CARE

Shiseido combats covert beauty biases with 'See, Say, Do.' campaign

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Shiseido's perfectly-imperfect cast come together in a culminating shot of the branded film for its "See, Say, Do." campaign. Image courtesy of Shiseido

By AMIRAH KEATON

Japanese beauty group Shiseido is extending its reach beyond skincare and into the realm of diversity, equity and inclusion.

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The brand's latest push, "See. Say. Do.," stands up to stereotypes surrounding sex, age and ethnicity. Through campaign content and interactive resources that promote inclusivity, Shiseido aims to combat unconscious biases by celebrating the beauty to be found in diversity of all kinds.

"Shiseido Corporation has strived for innovation in beauty for 150 years," said Dr. Lisa Jenkins, adjunct professor of multicultural studies at York College of the City University of New York and **Shiseido** advisor, in a statement.

"This survey by Shiseido clarified UBB's impact on society," Dr. Jenkins said. "We have to change the preconceived notions and culture that make us think we're not beautiful."

"I have faith that we can evolve the definition of beauty and confront our UBB to free people from discrimination, bullying, harassment and violence and make the world a place where people can live their rightful, beautiful lives, as exemplified in Shiseido Corporation's mission of beauty innovations for a better world."

Shiseido speaks

With "See. Say. Do.," Shiseido is using its platform to raise awareness regarding a specific form of prejudice it is calling "Unconscious Beauty Bias."

Dubbed UBB for short, Shiseido says the term is representative of the unconscious biases that impede upon both individual beauty and people's achievement of individuality.

The brand is raising awareness by way of a new campaign film, in which empathy is encouraged as a path forward to embracing differences.

Shiseido's anchor campaign video

"See, Say, Do. | Shiseido" starts out simply, as an elegant, silver-rimmed mirror rotates in the video's first frame, alluding to the clip's upcoming subject matter, followed by a text expression "Unconscious Beauty Biases' Blind Us to Beauty."

To the soft sound of choral humming, a set of specific shadows one only allowing for a small hole that focuses in on a model's eye, and another, which slowly fades out upon its subject's face are procured, in a visual representation of precarious limitations, ones that Shiseido seeks to shift.

"We still don't see all the beauty in the world, or its many complexities," shares its narration, as the shadow work continues.

The spot poses questions like "What makes perfect skin?" and "What does it mean to be masculine' or feminine?" tackling a variety of DEI topics head-on.

The film transitions into the now, by stating how drastically beauty is evolving, showcasing bodies of varying tone and color, and a joyful couple of more mature age, challenging stoic, sleepy and too-oft widely accepted renditions and representations of these groups.

Shiseido's perfectly-imperfect cast comes together in a culminating shot upon a rug of branded lip iconography. They all literally put heads together, in the name of inclusion.

"Let's see the beauty alive, in all of us," says the omniscient narrator, ending the scene with the unique campaign tagline.

Filed under its Sustainable Beauty Actions project which itself ladders up to the UN's Sustainable Development Goals, Shiseido's "See. Say. Do," initiative sports a unique campaign tagline.

"See the reality, say what you feel, do what makes the world truly beautiful," as expressed by the brand, effectively sums up the skincare giant's overwhelmingly inclusive objective.

To help inform the realities of those who fall victim to UBB globally, Shiseido conducted an online survey in almost a dozen countries ten countries worldwide, including Australia, Brazil, China, France, Germany, Italy, Japan, Thailand, the United Arab Emirates and the United States, integrating these experiences into an interactive website.

Shiseido employees open up about their own experiences with UBB

Under the supervision of Dr. Jenkins, Shiseido compiled these testimonials, on view as part of a new, interactive site accompanying the campaign.

The beauty brand also opened the floor to employees, who shared their own experiences with UBB in a series of dual-language videos available in both English and Japanese.

Layered approach

From the boardroom to the showroom, diversity and equity are no longer optional.

According to market research company Mintel, 47 percent of beauty consumers said they have looked for or bought from brands with diversity or inclusivity in the last year and a quarter, thus, beauty brands are increasingly breaking into the business of inclusive storytelling ([see story](#)).

Just last week, LVMH-owned beauty retailer Sephora observed International Week of Deaf People by releasing a campaign film grounded in empowerment. In it, Afro-Latina deaf influencer and ESL educator Bridget, the mastermind behind the popular Instagram account Deaf Family Matters, shares her story of belonging ([see story](#)).

Last year, beauty group Este Lauder Companies announced an Equity and Engagement Center of Excellence (COE) division in line with its commitment to build greater equity and representation throughout its business ([see story](#)).