

FRAGRANCE AND PERSONAL CARE

Cl de Peau Beaut celebrates skin science in Tokyo

June 29, 2023



Shiseido-owned Cl de Peau Beaut is lauding its internal innovations, hosting a commemorative experience to mark the occasion. Image credit: Cl de Peau Beaut

By LUXURY DAILY NEWS SERVICE

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On June 28, the label ended its three-day conference in Tokyo which celebrated its science-based approach to beauty, particularly "Skin Intelligence," which activates neurons in the brain to achieve optimal effects. Touted by the maison as a revolutionary angle within the skincare industry, the methodology could turn heads with the help of an included art installation.

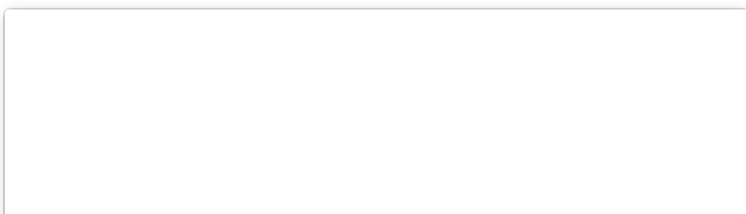
"I am proud to showcase our unwavering commitment to innovation through Skin Intelligence to beauty experts worldwide," said Mizuki Hashimoto, chief brand officer at [Cl de Peau Beaut](#), in a statement.

"With our unique skincare approach, we have solidified our position as industry pioneers, redefining the future of skincare," she said. "I am thrilled about the limitless possibilities that lie ahead for a more radiant future."

Driven by science

Home to the label and its parent company, Tokyo played host to the beauty technology showcase.

Scientists, industry experts, guests from 18 countries and brand ambassadors, actresses Diana Silvers and Ella Balinska ([see story](#)), attended the event that put a spotlight on the brand's skincare innovations. Created on the basis of making the most scientifically-groundbreaking personal care products on the market, Cl de Peau Beaut chose to display Skin Intelligence visually through an art exhibition to give a better idea of its products' imperceptible effects.



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Envisioned by renowned Turkish-American media artist Refik Anadol, who conjures his pieces through machine learning and immersive installations, Skin Intelligence was shown to the world for the first time. The maison hopes the showcase can help customers take a look at what the designer calls "the hidden world of skin."

"Refik Anadol Studio's collaboration with Cl de Peau Beaut is based on a unique analogy between skin intelligence and artificial intelligence from the perspective of 'making the invisible visible' a vision that we have been pursuing since our foundation," said Mr. Anadol, in a statement.

"Cl de Peau Beaut scientists study life forces that are invisible - the unseen networks of our thinking organ skin."

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