

FRAGRANCE AND PERSONAL CARE

## Shiseido to launch new beauty, wellness brand in 2024

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*The brand's Beauty Boost Bars sits within the "Shiseido the Store" Tokyo flagship. Image courtesy of Shiseido*

By LUXURY DAILY NEWS SERVICE

Japanese beauty group **Shiseido** is venturing into the business of well-being.

The February 2024 launch of the company's Inner Beauty Business brings about Shiseido Beauty Wellness (SBW), a new brand that will serve consumers in Japan before going wide across Asia-Pacific in 2025. The strategic regional targets frame Shiseido's official entrance into the sector, a booming field within the larger luxury landscape.

### Welcoming wellness

As a first step for the full-scale operation, Shiseido has partnered with pharmaceutical company Tsumura & Co. and manufacturing business Kagome Co., both based in Japan, for research and development under the SBW umbrella.

According to a statement, items produced in collaboration with Tsumura and Kagome will offer "new beauty solutions created through bringing harmony to the skin, body, and mind."

Shiseido plans to use the popularity of one global skincare and beauty movement in particular to further position the initiative.



## SHISEIDO BEAUTY WELLNESS

*Shiseido Beauty Wellness (SBW) will serve consumers in Japan before going wide across Asia-Pacific by 2025. Image credit: Shiseido*

Worldwide, SBW's development plan will feature messages that align its products with "J-Beauty." Originating in Japan, home to the Shiseido Global Innovation Center ([see story](#)), the trend opts for pared-down routines and prioritizes soft, hydrated skin.

A study conducted by Shiseido this year found that nearly three-quarters of women ranging from 20 to 60 in age "feel that the skin, body, and mind are connected."

Portfolio-wide, Shiseido seeks to fully transition towards becoming what leaders are dubbing a "Personal Beauty Wellness Company" by 2030.

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