

Shiseido

New Future Solution LX Collection Launch

Led 360° content—from early teaser rollout to press event coverage and blog recaps.

Free Standard Shipping on All Orders



The (NEW) Future of Skincare is Coming

Our NEW and Improved
Future Solution LX Collection launches
on 9.5.2024 and it's more luxurious
and effective than ever.

JOIN THE WAITLIST

SKINCARE

SUNSCREEN

MAKEUP

MEN

GIFT SETS

EXCLUSIVE OFFERS

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to sign up for texts alerts. New subscribers get 15% off

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Virtual Consultation



Experts on demand

Complimentary Samples



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Free Shipping



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SHISEIDO
GINZA TOKYO

Younger-Looking Skin Is In Your Future

MyShiseido member, enjoy exclusive early access to our NEW **Future Solution LX** Collection before it launches on **9.4.2024**.



SHOP EARLY ACCESS

MY  SHISEIDO

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SHISEIDO
GINZA TOKYO

Introducing the NEW Future Solution LX Collection

Inspired by 40 years of genetic research



Clinically proven to improve
6 signs of aging in 1 week: sagging,
wrinkles, firmness, volume,
elasticity, and radiance.*

[SHOP NOW](#)

Step Into Your Future

Reveal younger-looking skin in 5 simple steps

Step 1

NEW Future Solution LX Extra Rich Cleansing Foam

Gently lifts away
impurities while
preserving skin's
essential moisture.

[SHOP NOW](#)



Step 2

NEW Future Solution LX Concentrated Brightening Softener

Infuses moisture,
allows products to be
absorbed, and visibly
brightens dark spots.

[SHOP NOW](#)



Step 3

NEW Future Solution LX Intensive Firming Brilliance Serum

Enhances resilience and
firmness for a tightened,
brightened, and clarified
complexion.

[SHOP NOW](#)



Step 4

NEW Future Solution LX Total Regenerating Cream

Fights fatigue, fine lines,
and wrinkles while you
sleep for a brighter, firmer,
plumper complexion.

[SHOP NOW](#)



Step 5

NEW Future Solution LX Eye & Lip Contour Regenerating Cream

Repairs, regenerates, and
visibly improves wrinkles and
sagging around the delicate
eye and mouth areas.

[SHOP NOW](#)



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Future Solution LX Collection

Clinically proven to improve
6 signs of aging in 1 week.*

SHOP NOW

*Total Regenerating Cream.
Clinically tested by 33 women.

Next-Level Formulations, Transformational Results

Our NEW **Future Solution LX**
Total Regenerating Cream
is better than ever...



[SHOP NOW](#)

Next-Level Results

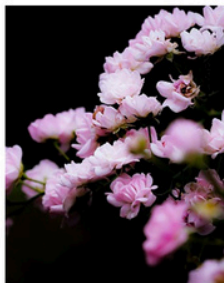
Clinically proven to improve 6 signs of aging
In 1 week: sagging, wrinkles, firmness, volume,
elasticity, and radiance.*

Powerhouse Ingredients



Exclusive LonGenevity Complex™

Newly enhanced Enmei Herb, Vitamin C, and Green
Tea help optimize skin's condition to brighten,
plump, and smooth.



Japanese Botanical Extract Blend

Cherry blossom leaf and peach leaf extracts
help to prevent degradation of elastin
and strengthen skin's barrier.

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*Anti-Wrinkle/Regenerating Creams Clinical Study: 12 Weeks

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Our NEW Future Solution LX formulas are more effective than ever. Experience the regimen that turns anti-aging skincare into a luxurious self-care ritual.

Our NEW Future Solution LX formulas are more effective than ever. Experience the regimen that turns anti-aging skincare into a luxurious self-care ritual.

4/10/2018



1



NOTE

Extra Rich Cleansing Foam
Gently cleanses your skin while providing
the ultimate moisture.

No QP Answer

2



Acknowledgements

Concentrated Brightening Softener
 refreshes moisture, allows products to absorb better
 and speeds brightening skin cycle.

See also: [Acid rain](#)

File #
3
Correct



NEW

Intensive Fintech Alliance Series
Enhance and work with fintech for a tailored solution, and a solid conclusion.

10/10/2019 10:00

Day
4
Schedule + P



528

Total Protective Cream SPF 30
Protects against UV rays, soothes irritated
skin, and helps keep your skin looking young.

[illegible]

Day
4



A.D.W.

Future Solution LK
Total Regenerating Cream

1 $\frac{1}{2}$ The battery, the new truck, the weather
while you sleep for a brighten,
The new car, the new car, the new car.

10/10/2019

Day
5
Target



14/11/19

Future Science Ltd.
Eye & Lip Contour Regenerating Cream

standards, regulations, and other key documents
articles are tagged with in the metadata
area, so that you can find them.

SHARP, INC.

[illegible]

Potential Has No Age Summit

Shiseido is committed to authentic discussions that redefine the intersection of age, beauty and success.

We hosted an empowering event in NYC, attended by some of the most influential people in beauty, including Jenna Lyons and Linda Evangelista. Our mission was to motivate and inspire one another to be the best version of ourselves at any age, and our Vital Perfection Collection is an uplifting way to start.

[WATCH THE SUMMIT](#)


Key Moments

Panel 1:

STARRING IN YOUR SECOND ACT

Mature content creators and skin experts are filling a critical gap in the beauty and lifestyle space. From evolved skincare routines to navigating social media, panelists shared how they gained the confidence to tackle something new at any age.

"The beauty of aging is that our talents only sharpen with time, making our potential limitless."

— DR. MICHELLE HENRY,
DERMATOLOGIST AND DERMATOLOGIC SURGEON



Panel 2:

THE PRESSURES TO LOOK YOUTHFUL

Society's definition of beauty is evolving and opening new avenues for what healthy aging means. From procedures to non-invasive alternatives, panelists shared how they approach healthy-looking skin, while challenging age-related stereotypes.

"Life is hard, and aging is hard, but we all have the potential to be and to do, regardless of age or circumstance."

— LINDA EVANGELISTA, MODEL

The Vital Perfection Collection

Comprehensive anti-aging formulas designed to lift and firm skin for a sculpted complexion with renewed fullness and bounce.

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Forget everything you know about aging. On February 19th, Shiseido, in partnership with Forbes, questioned stereotypes and ignited powerful conversations at their inspirational Potential Has No Age Summit in the heart of New York City. This wasn't just another beauty event; it was a mission to redefine the narrative around age, beauty and success. Held at the elegant Fifth Avenue Hotel, the Summit brought together a dynamic mix of press, influencers, beauty leaders, and executives both in person and virtually, through platforms like YouTube, LinkedIn, Instagram, and TikTok. The message was clear: age is not a barrier, it has the potential to split you.

This uplifting event, featuring Shiseido's Vital Perfection franchise, was a celebration of women who are rewriting the rules.

Executive Vice President of Forbes, Moira Forbes, insightfully moderated the panels and brought clarity and depth to the day's powerful narrative. She navigated two compelling discussions, each designed to challenge conventional notions of agri-

These panels were also enriched with a group of trailblazing women, including iconic Model Linda Evangelista, visionary Designer and Partner at FundamentalCo, Jenna Lyons, Dermatologist and Dermatologic Surgeon, Dr. Michelle Henry, SHISEIDO U.S. Chief Marketing Officer Agnes Landau, and digital creators Ana Dias and Tenslie Jenkins. Their diverse perspectives created a truly inspirational, engaging, and thought-provoking event.

"As someone who has restarted a few times, I'm grateful for a space that offers more. There's always more if you want it."

— Jenna Lyons, Designer and Partner, FundamentalCo



Panel: "Facing the Pressures to Look Youthful"

Panel: "Facing the Pressures to Look Youthful"

This panel tackled the societal pressures women face when aging. It celebrated the beauty of healthy skin at every age and empowered women to embrace their confidence. It was a raw and honest conversation about shifting cultural narratives around aging.

"Life is hard, and aging is hard, but we all have the potential to be and to do, regardless of age or circumstance."

— Linda Evangelista, Model

Panel: "Starring in Your Second Act"

This discussion highlighted the growing influence of mature content creators and their power to redefine beauty standards in the digital age. It was a testament to the fact that influence and inspiration have no age limit.

"The beauty of aging is that our talents only sharpen with time, making our potential limitless."

— Dr. Michelle Herry, Dermatologist and Dermatologic Surgeon

More than just thought-provoking discussions, guests at the Summit also had the opportunity to experience a mature skincare 101 session led by SHISEIDO's expert education team, explore the Vital Perfection immersive experience, and enjoy rejuvenating hand massages. It was a holistic event designed to uplift, inspire, and empower.



Join the #PotentialHasNoAgeSummit conversation.

Watch the video now and prepare to be inspired



Discover Your Own Uplifting Experience

