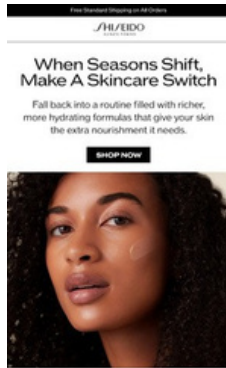


Shiseido

Weekly Email Campaigns

A curated cross section of weekly sends—spanning product highlights, seasonal storytelling, and promotional moments. Each was crafted with strategic intent, often A/B tested for subject lines, messaging, or layout to optimize engagement and performance.



REFRESH YOUR RITUAL

SOFTENING



Treatment Softener Enriched

A smoothing, deeply hydrating softener, enriched with powerhouse ingredients to visibly pump and moisturize skin, making it receptive to further skincare treatments.

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SMOOTHING



BENEFANCE Overnight Wrinkle Resisting Cream

A rich, restorative night cream with hyaluronic acid that visibly improves wrinkles and helps restore skin while you sleep.

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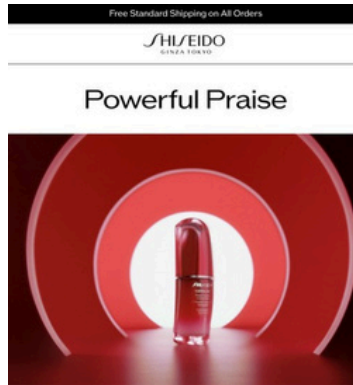
ANTI-AGING



FUTURE SOLUTIONS Total Regenerating Cream

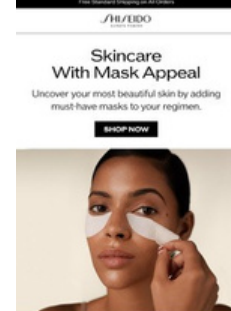
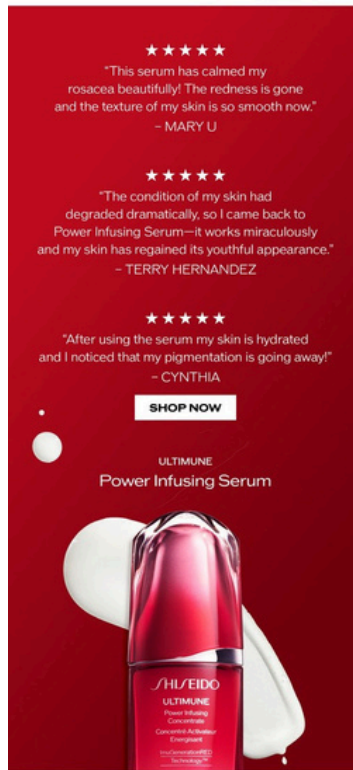
A transformative formula that targets fine lines and wrinkles overnight, for a brighter, firmer, more plump complexion.

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We think our Ultimune Power Infusing Serum is amazing, and you do too. These 5-star reviews say it all.

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Find Your Perfect Mask



Wake Up To Renewed Radiance

A vitamin rich powerhouse that adds moisture to recharge, pump, and improve radiance.

WAKO YUZU-C Beauty Sleeping Mask

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An Uplifting Experience

Instantly effective, this powerful 2-piece sheet mask visibly lifts and firms your face and neck.

VITAL PERFECTION LiftDefine Radiance Face Mask

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Bring On The Brilliance

Target spots and discoloration for brighter, refreshed and moisturized skin.

WHITELUCIFER Power Brightening Mask

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Easy On The Eyes


Pure Retinol under eye masks reduce visible wrinkles with state-of-the-art Japanese micro-infusion technology.

BENEFANCE WinklesRais24 Pure Retinol Express Smoothing Eye Mask

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Free Shipping on orders over \$50



Your Skincare Survival Guide

Save your skin and achieve a glowing complexion with these three pro-approved do's and don'ts.



Make It A Clean Sweep


Cleansing twice (yes, 2x) helps to remove all traces of makeup, dirt, and oil for a brighter, healthy-looking complexion. Start with an oil cleanser, followed by water based for your best clean.

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Perfect Cleansing Oil

Clarifying Cleansing Foam

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Quench Your Skin's Thirst

Fun fact: moisturizing is different than hydrating. Deep hydration with Hyaluronic Acid adds water to your skin, resulting in a stronger skin barrier and less oil production. Translation: fewer breakouts and brighter, nourished, soft skin.

ELUGEMINE
Activating Essence

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Cover All Your Bases

Sunscreen is the most important step in your AM skincare routine – even on cloudy days. Choose a product infused with Vitamin C to visibly brighten your complexion and prevent fine lines, wrinkles and dark spots, while protecting skin from UV rays.

URDEAN ENVIRONMENT
Vita-Clear Sunscreen SPF 42

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Our Story


150 Years In The Making
From beautiful beginnings to brilliant innovations, SHISEIDO first opened its doors in 1872, in Ginza, Tokyo.

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Culture Meets Cutting-Edge Science

As Japan's first western-style pharmacy, SHISEIDO started as a small family business. Now, keeping cultural and lifestyle values with next-level innovations, it has become a global beauty powerhouse with locations in over 100 countries.




Mission & Mindfulness

Founded on respect for society and the environment, harnessing the best that nature and science has to offer, Shiseido remains true to its roots. Our mission "Beauty Innovations For All Better World" encapsulates everything we stand for as we strive for a more beautiful and sustainable future.


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Uncover your ideal cold-weather regimen with our advanced cleansing formulas.

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Discover Our Standout Cleansers

Perfect Cleansing Oil

A lightweight, hydrating facial cleansing oil that dissolves hard-to-remove makeup, sunscreen, and impurities.

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Clarifying Cleansing Foam

Whisk away makeup, impurities, and skin-dulling surface cells for smooth, radiant results.

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Deep Cleansing Foam

A satum-absorbing foaming cleanser that deeply cleanses pores and polishes away roughness.

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Future Solution LX Extra Rich Cleansing Foam

Our most luxurious cleanser that envelops skin in a rich lather to remove impurities and preserve essential moisture.

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Level Up Your Routine

This must-have moisturizer, infused with high-performing Super Bio-Hyaluronic Acid helps prevent and address signs of aging.

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Bio-Performance Advanced Super Revitalizing Cream



Why We Love It

Delivers long-lasting moisture, minimizes the appearance of fine lines and wrinkles and visibly refines skin.

SHOP NOW



It's All In The Ingredients

Super Bio-Hyaluronic Acid

Provides intense moisture to help maintain healthy and youthful-looking skin.

Raspberry Extract & Rose Apple Leaf Extract

Helps maintain skin's elasticity and protects skin from external stressors.

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Save A Bundle

Enjoy 20% off when you purchase the Bio-Performance Advanced Super Revitalizing Cream Duo.

\$184
A \$228 VALUE



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OFFER ENDING IN...

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DAYS

19
HOURS

23
MINUTES

52
SECONDS

Sun's Out, Your Exclusive Offer Is In

Missed the mailer we sent? Hurry, don't let the sun set on your exclusive MyShiseido summer offer. Protect and perfect your skin with \$50 off your next \$250 purchase, before it expires.

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Suncare Meets Skincare

More than simple sunscreen, this multi-tasking must-have protects against harmful UV rays, hydrates skin, and doubles as a face primer.

SHOP NOW



Urban Environment Oil-Free Sunscreen SPF 42

★★★★★

"This absorbs quickly, leaving a natural, matte finish. It wears beautifully under makeup — no balling or streaks. It's truly a holy grail sunscreen for year-round, all-day protection."

— NELYK



It's All In The Ingredients

Hyaluronic Acid

Delivers, attracts, and retains moisture.

Spirulina Energy Essence

Converts sunlight to target factors that lead to dryness.

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Explore Our Suncare Collection

Sun protection in a range of formulas
for every occasion.



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THE ART OF SKIN CARE

GLASS SKIN™

Wondering how to achieve the viral "glass skin" trend? Layer your routine with hydrating and nourishing products for a smooth, plump, and flawless complexion.

EUDERMINE

Glass Skin™ Eudermine Activating Essence

Infuses skin with two types of Hyaluronic Acid for 24 hours of deep hydration while targeting dark spots with Vitamin C.

TREATMENT SOFTENER

Glass Skin™ Treatment Softener Enriched

A smoothing and hydrating softener that visibly plumps and maintains skin and makes it receptive to further skincare treatments.

WHITE LUCENT

Glass Skin™ White Lucent Burning Mist Micro-Spot Serum

A brightening serum that helps reduce the look of dark spots, uneven skin tone, and dullness.

BIO-PERFORMANCE

Glass Skin™ Bio-Performance Advanced Super Revitalizing Cream

A revitalizing and age-defying face cream that visibly refines and restores skin's youthful ability.

CLEAR SUNSCREEN STICK

Glass Skin™ Clear Sunscreen Stick SPF 50+

An award-winning invisible layer of protection with anti-aging benefits that can be worn under or over makeup.

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Must-Have Moisturizers

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Wrinkle Smoothing Cream
Enriched Mini**

This daily anti-aging face cream for dry skin delivers intense hydration and visible wrinkle correction.

SHOP NOW

**Vital Perfection®
Lifting and Firming Advanced
Cream Mini**

This highly effective anti-aging daily moisture oil delivers firmer, tighter, more lifted skin.

SHOP NOW

Vacay Pick-Me-Ups

**Benefitone®
WrinkleRx24 Pure Retinol Express
Smoothing Eye Mask**

These state-of-the-art masks deliver Pure Retinol to instantly hydrate and smooth the look of eye area wrinkles.

SHOP NOW

**Vital Perfection®
Lifting and Firming Express
Eye Mask**

This retinol eye mask visibly lifts, firms, and targets dark circles, undereye bags, and signs of fatigue.

SHOP NOW

Packable Protection

**Urban Environment®
Oil-Free Sunscreen
SPF 42**

This lightweight, daily oil-free sunscreen protects against harmful UV rays, hydrates skin, and doubles as a face primer.

SHOP NOW

**Ultimate®
Sun Protector Lotion
SPF 60+**

This sun care innovation is powered by SynchroShieldRise™ Technology - a protective veil that's strengthened by heat, water, and sweat.

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