

LAVENDER  
RING

MAKEUP  
&  
PHOTOS  
WITH SMILES

LIFE QUALITY MAKEUP

SHISEIDO

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# LAVENDER RING MAKEUP & PHOTOS WITH SMILES by SHISEIDO

Through LAVENDER RING MAKEUP & PHOTOS WITH SMILES, Shiseido provides customized makeup sessions and professional-quality photoshoots to capture vibrant images of people living with cancer. We hope to lift their spirits and help them keep a positive attitude.



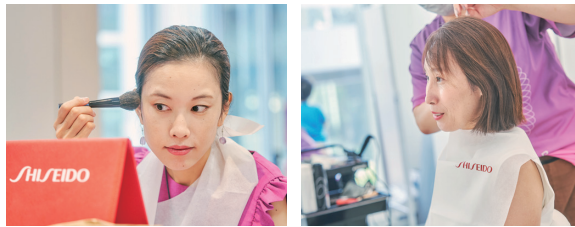
First, Shiseido Beauty Consultants volunteer to apply personalized makeup on each participant, and then a photographer takes photos of them looking and feeling great. One of these photos is used to create a poster that includes the cancer survivor's personal manifesto.

\* Implemented following the laws and regulations of each country/region.

## STEP 1

### A New Look

Customized makeup and hairstyling by Shiseido Beauty Consultants and hairstylists showcase the unique beauty of each participant.



## STEP 2

### Personal Manifestos

Cancer survivors write down what they love, what they look forward to, what gets them excited for life.



## STEP 3

### Inspiring Images

Photos that show the participants' smiles and positive attitudes are captured during a photoshoot with a Shiseido photographer.



## STEP 4

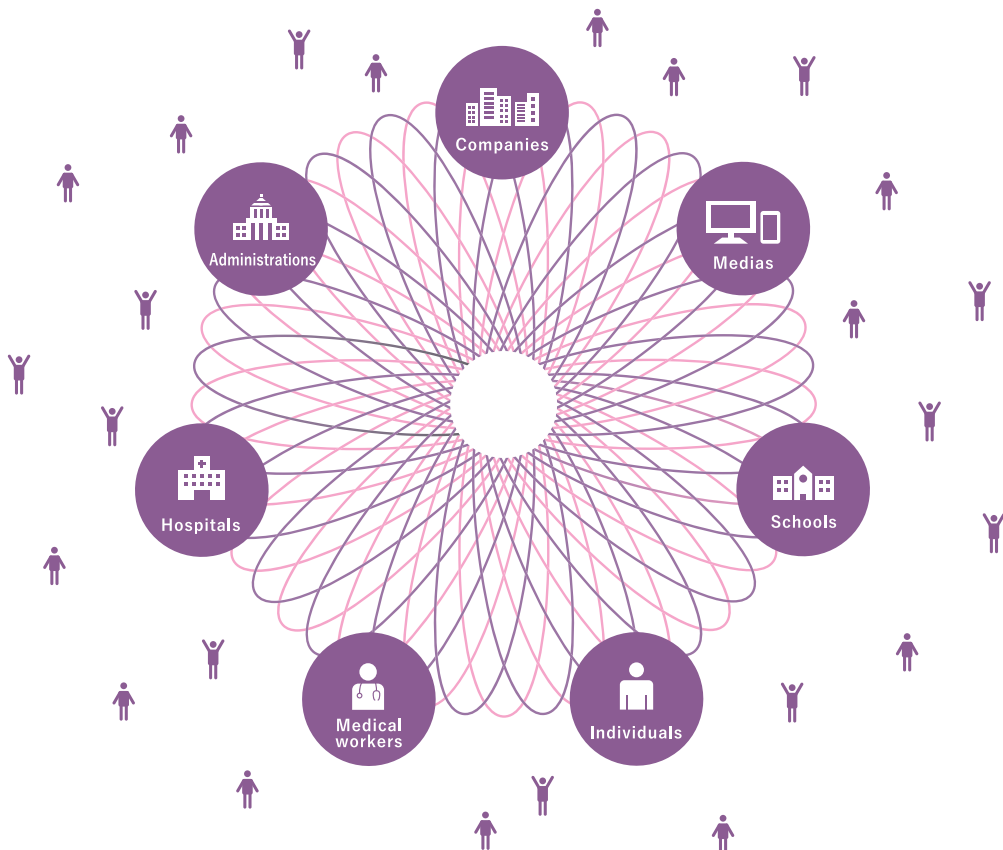
### Posters on Display

The finished posters, showcasing the photos and manifestos, will be displayed for all at the event to see—and will help spread encouragement and smiles.



# About LAVENDER RING

Various companies, individuals, administrations, schools and hospitals voluntarily join forces and take action to support LAVENDER RING.



**SHISEIDO**

**CancerNet Japan**

LAVENDER RING (Japanese only)  
[lavender-ring.com](http://lavender-ring.com)



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With the cooperation of Certified Nonprofit Organization CancerNet Japan