

# Shiseido boosts skin defence with innovative technology

By **Jas Ryat** on May, 7 2019 | Fragrances, Cosmetics, Skincare & Haircare



Shiseido Ultimune Eye Power Infusing Eye Concentrate uses revolutionary technology

Shiseido has expanded its prestige skincare range through two new product developments.

The Japanese skincare brand has launched a reformulated Ultimune Eye Power Infusing Eye Concentrate and a rejuvenated White Lucent range, using state-of-the-art technology.

Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail, said: “The introduction of these new Shiseido developments is an important part of our strategy to deliver products that satisfy our travelers’ needs. We have seen great success with the Ultimune Power Infusing Concentrate – it continues to be one of our best-sellers – so we are excited to bring our consumers a new version of the Ultimune Eye Power Infusing Eye Concentrate.”

She continued: “As for the White Lucent range, its innovative technology, backed by many years of research and the scientific formulas it contains, make it one of our most exciting launches yet. We are

really happy that we can keep providing our consumers with new products that we know they will love. As a group, we are lucky to be supported by generations of research, allowing us to continually evolve, update and transform our products.”

### **Ultimune Eye Power Infusing Eye Concentrate**

Continuing the success of the reformulated Ultimune Power Infusing Concentrate introduced last year, Shiseido is boosting the range with Ultimune Eye Power Infusing Eye Concentrate, which replicates the same technology.

It contains ImuGeneration Technology, which enhances the skin’s inner defences and improves its appearance, and the Smoothing Defense Complex, which provides a shield-like effect to help reduce friction damage caused by rubbing and intensive make-up removal. Skin around the eyes is firm, smooth and radiant, according to the firm.

Ultimune Eye Power Infusing Eye Concentrate will be launched globally in travel retail from July 2019 and will be showcased during TFWA Asia Pacific exhibition 2019 (Stand number: T8).

### **White Lucent collection**

Shiseido’s White Lucent collection uses new ReNeura Technology+, which aims to awaken unresponsive skin, allowing a rapid response to skincare to help generate youthful radiance.

The new products also contain the Sakura-Bright Complex, described as a powerful blend of potent ingredients such as Potentilla Tormentilla, Shinleaf, Yoshino cherry, and western hawthorn extracts to target the source of hyperpigmentation and spark skin’s inner radiance.

The White Lucent range includes: White Lucent Brightening Gel Cream, which provides 24-hour moisture, targets dark spots and rejuvenates dull skin; White Lucent Overnight Cream and Mask, a night cream which moisturizes, brightens and helps reverse skin damage; White Lucent Brightening Day Emulsion (only available in travel retail Asia Pacific); and the White Lucent Brightening Day Cream (only available in travel retail Americas and travel retail Europe, Middle East and Africa).

The latter two products are lightweight day moisturizers formulated with SPF50+ PA++++, to provide long-lasting hydration and lighten dark spots.

The relaunched range is available now in travel retail Asia Pacific and Europe, Middle East and Africa.