

**Lion, Shiseido Japan, Fine Today Shiseido and Unicharm Announce Initiative to  
Reduce Plastic Usage in In-Store Promotional Materials**

Lion Corporation (President: Masazumi Kikukawa), together with Shiseido Japan Co., Ltd., Fine Today Shiseido Co., Ltd. and Unicharm Corporation announce an initiative to reduce plastic usage by shifting from plastic to paper in the construction of their in-store promotional materials\*<sup>1</sup> designed for point-of-sale and sales floor use in retail stores. By reducing plastic use not only in their retail products, but also promotional materials, the companies aim to leverage their scale as leaders in the household goods and cosmetics categories to contribute to the environmentally friendly development of the industry and society at large.

\*1. Product display cases and pop-up signs, etc. (see appendix)



■Background

The four companies began collaborating in such areas as reinforcing retail store product display and point-of-sale maintenance in 2016, establishing the joint venture Japan Retail Innovation Company, Limited for this purpose. In 2019, to improve shipping efficiency and thus reduce environmental burden from logistics and retail store operations, the companies began joint shipments of promotional materials. Now, the four companies are sharing their respective insights to reduce plastic usage in promotional materials.

■Initiative Details

We will begin the initiative by prioritizing efforts related to promotional materials that can be replaced quickly.

Beginning in November 2021,\*<sup>2</sup> we will replace the plastic hooks used on hanging displays, which are commonly used at points of sale, with paper hooks. Subsequently, we will replace such display materials as clear plastic product display racks, fragrance sample packaging, polypropylene set cases and hanging display backs with paper products.

\*2. The timing of implementation may vary slightly by company.

Going forward, we will continue to proactively reduce plastic usage and contribute to the realization of a sustainable society as a core part of our management strategy.

Appendix: Examples of display materials to be used under the initiative

Cardboard rack  
Unicharm Corporation



460 mm wide × 900 mm tall × 310 mm deep

Paper hanging display back  
Unicharm Corporation



38 mm wide × 830mm tall × 18 mm deep

Set case  
Shiseido Japan Co., Ltd.



135 mm wide × 140 mm tall × 25 mm deep

Hanging display board  
Fine Today Shiseido Co., Ltd.



285 mm wide × 760 mm tall × 80 mm deep

Fragrance sample  
Lion



40 mm wide × 60 mm tall × 18 mm deep