



Shiseido adds more luxury to ANA flights and lounges

TOKYO March 7, 2013 - ANA and Shiseido announce today that ANA will start offering Shiseido cosmetics and treatments from April 1 on ANA's international First Class flights and in ANA's First Class lounges at Narita and Haneda Airports.

As of April 1, "The Ginza Cosmetics" basic skincare set from Shiseido - will be provided in First Class cabins.

Also as of April 1, a bath-time set of "Le Monde D'Or" - the luxury brand of Shiseido's subsidiary, Shiseido Amenity Goods Co. - will be provided in the shower booths at ANA SUITE LOUNGE at Narita and Haneda. "Le Monde D'Or" skin lotion and skin milk will also be placed in the lavatories in First Class as well as the First Class lounges.

"The Ginza Cosmetics" basic skincare set

"The Ginza Cosmetics" is an original brand set up by The Ginza in 2002. The brand is for high-function skincare products aimed at protecting the skin. Simple to use, they are for all skin types and help to create beautiful skin.

First Class passengers will be provided with three basic skincare items (facial cleanser, skin lotion and skin milk) and facial cotton pads. In addition to this set, passengers will be given original ANA packs each consisting of a toothbrush set, eye mask and ear plugs in specially-made bags*.



*On flights departing from Japan, the amenities will be in Samsonite bags (right in photo), while on flights arriving in Japan, amenities will be in bags manufactured by Rimowa (left in photo).

Le Monde D'Or Bath-Time Set

“Le Monde D’Or is a brand which Shiseido Amenity Goods will launch on April 1, 2013. The brand will be based on Shiseido’s 140-year tradition of cultivating science and fine sensibilities, and of placing utmost importance on the spirit of *“omotenashi”* (hospitality). The brand will offer the highest grade of amenity products, mainly for use in luxurious hotels.

For passengers using the shower booths in the ANA suite lounge, the bath-time set consisting of three items (shampoo, conditioner and body soap) will be available. This bath-time set can be taken home.



“Le Monde D’Or” skin lotion and skin milk (installed in fixed places)

In First Class and at the First Class lounges at Narita and Haneda airports, bottles of “Le Monde D’Or” skin lotion and skin milk will be placed in the washrooms. Passengers are invited to use them to prevent skin dehydration during flights or when waiting in the lounges.



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About Shiseido Co. Ltd.

Shiseido started business in 1872 as the first Western-style pharmacy in Japan. The business gradually evolved into a cosmetics company, offering people the most advanced technology and the finest aesthetics available in the East or the West. Now known globally as the premier cosmetics company with origins in Japan, the name Shiseido has come to represent the world's highest standards of quality. Fiercely contemporary and innovative after 140 years in business, Shiseido is now sold in 89 countries and regions.

About ANA Group

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2011) and the largest in Japan by passenger numbers (2011). Founded in 1952, it flies today to 80 domestic and international cities in a fleet of 233 aircraft serving a network of 171 routes. ANA has 33,000 employees and operates about 1,000 flights a day. In 2011, it carried 43 million passengers and generated revenues of \$17.1 bn. ANA has been a core member of Star Alliance since 1999 and launched a joint-venture with United Airlines on trans-Pacific and Asia routes in April 2011; ANA launched a joint-venture with Lufthansa on Japan-Europe routes in October 2011. ANA has more than 24 million members belong to its Frequent Flyer Program (ANA Mileage Club). ANA is the launch customer for the world's newest and most advanced passenger aircraft, the Boeing 787 Dreamliner.