

Shiseido

WASO

SHISEIDO
GINZA TOKYO

QUICK GENTLE CLEANSER
NET WT. 100g (3.5oz)

Where does beautiful
skin come from?

All things beautiful come from nature.

WASO

Launched millennial natural skincare brand WASO for Shiseido across South East Asia. Included big idea, launch event, digital, social media and retail.

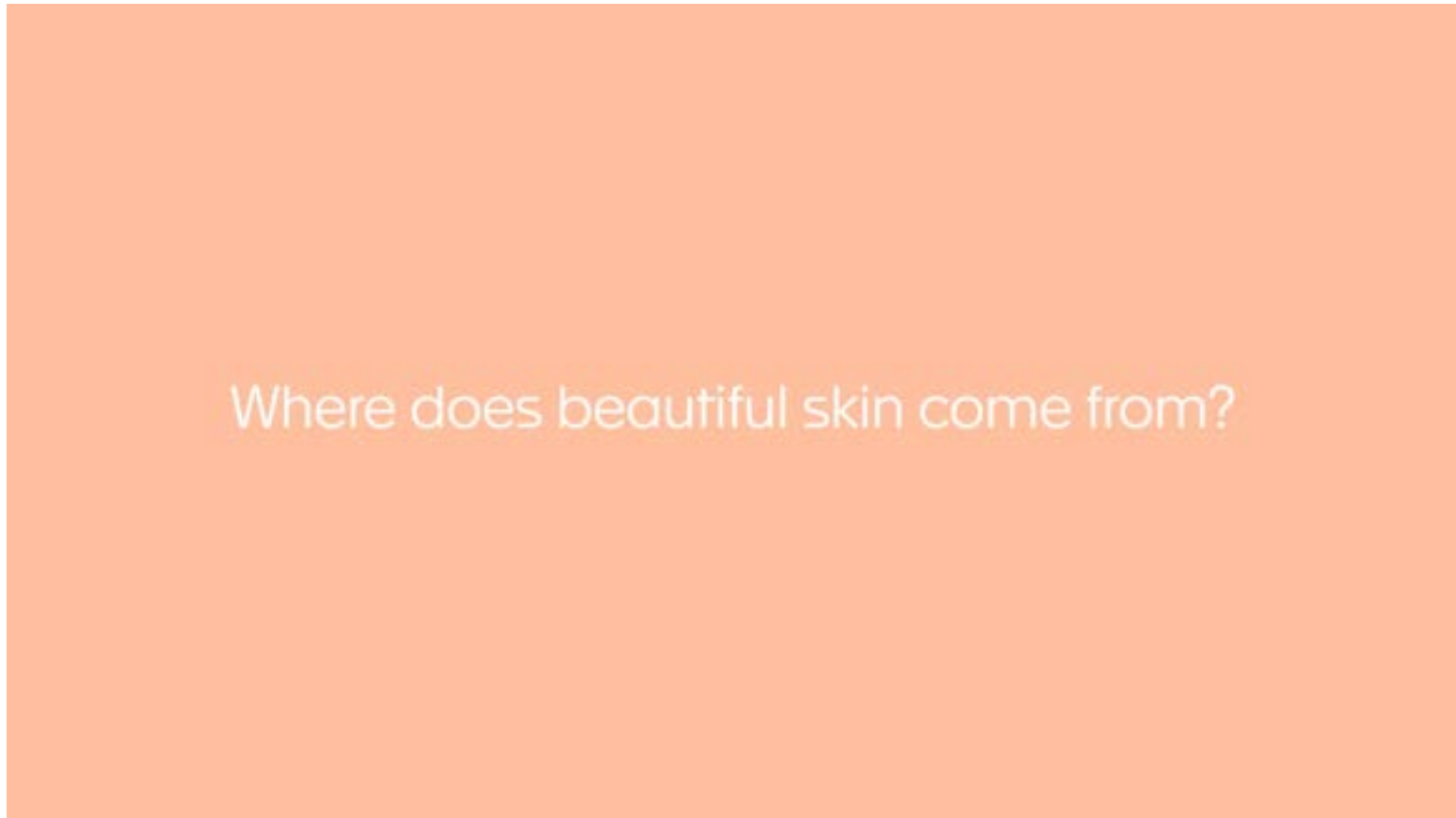
- Concept
- Campaign copywriting
- Film & Social





All things beautiful come from nature.

Where does beautiful skin
come from? All things
beautiful come from nature.





WASO
SHISEIDO
GINZA TOKYO
SOFT+CUSHY POLISHER
NETTOYANT EXFOLIANT SOU

Soft+Cushy Polisher
with tofu to gently exfoliate, refine and brighten skin

All things beautiful come from nature.

WASO
SHISEIDO
GINZA TOKYO



WASO
SHISEIDO
GINZA TOKYO
COLOR-SMART DAY MOISTURIZER
OIL-FREE
HYDRATANT JOUR CORRECTEUR DE TEINT
SANS CORPS GRAS
SPF 30

Color-smart Day Moisturizer Oil-free
with whole loquat leaf cells to smoothen, balance and hydrate skin

All things beautiful come from nature.

WASO
SHISEIDO
GINZA TOKYO



WASO
SHISEIDO
GINZA TOKYO
SOFT+CUSHY POLISHER
NETTOYANT EXFOLIANT DOUX

Soft+Cushy Polisher
with tofu to gently exfoliate, refine and brighten skin

All things beautiful come from nature.

WASO
SHISEIDO
GINZA TOKYO

The image features a tube of WASO Soft+Cushy Polisher standing upright. The background consists of several white, three-dimensional geometric blocks arranged in a stepped pattern. The lighting is soft, creating gentle shadows. The tube is light beige with a white cap. The text on the tube is black. Below the tube, there is a line of text describing the product's benefits. At the bottom, the WASO SHISEIDO GINZA TOKYO logo is repeated.



