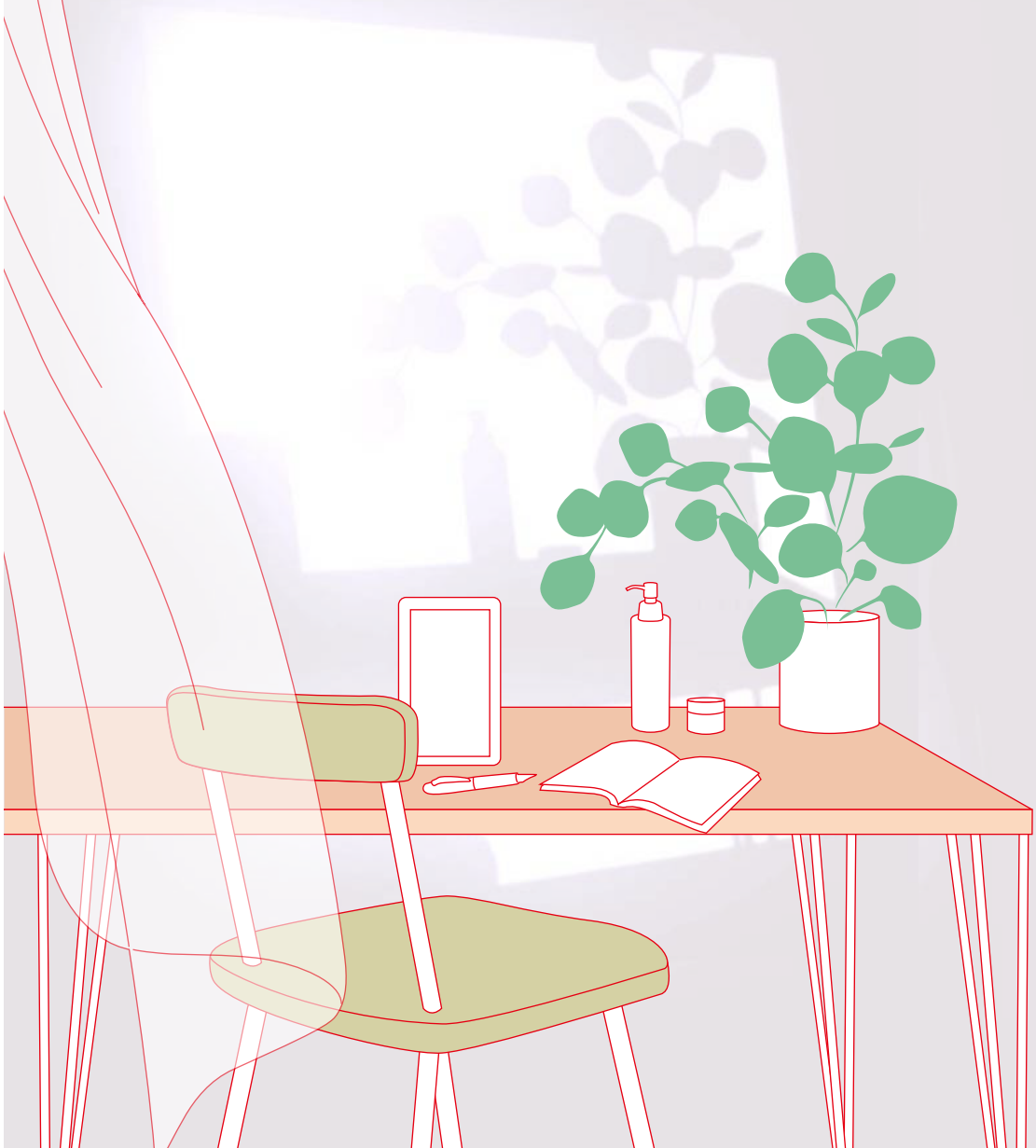


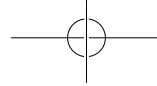
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# APPEARANCE CARE

---

For your confidence and comfort



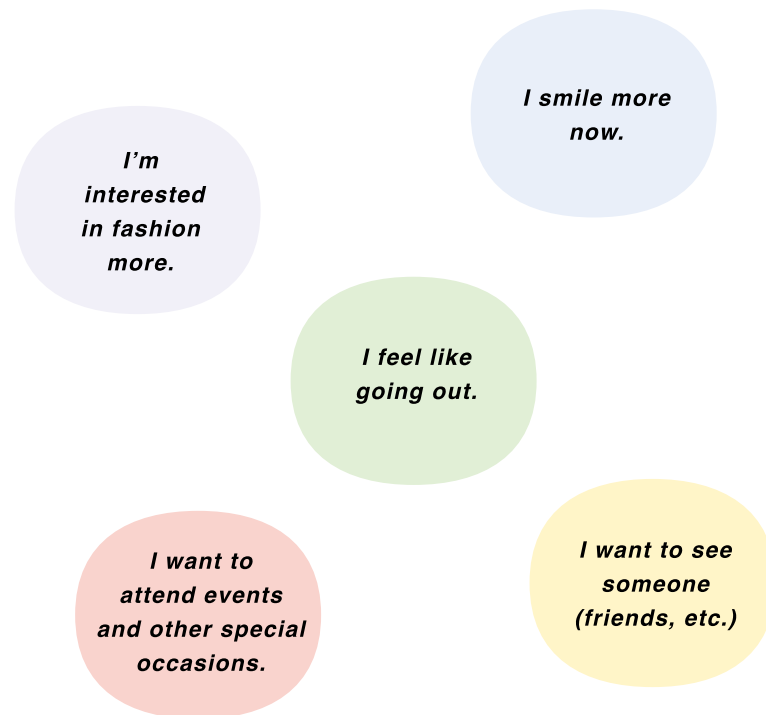


This booklet shows you how to use the power of beauty to

## feel like yourself and live your life.

Many cancer patients feel that **makeup makes them feel more positive**\*1.

Putting on makeup is more than caring for your appearance. It is about caring for yourself emotionally, preserving your dignity, and respecting the vision of who you want to be.



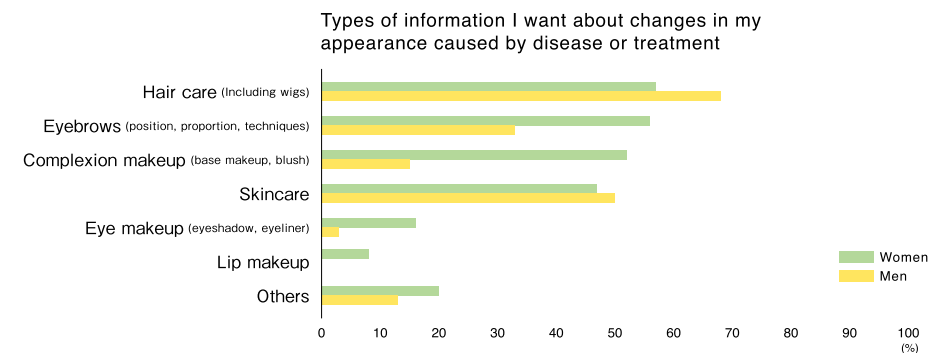
\*1 Survey to LAVENDER RING 2020 Online MAKEUP & PHOTOS WITH SMILES participants  
Held in August 2020, August 2021, 86 cancer survivors in 30s-70s  
In cooperation with Nonprofit Organization CancerNet Japan

\*2 Online survey to cancer survivors on appearance care held in June-July 2021,  
100 women and 40 men in 20s-50s  
In cooperation with Nonprofit Organization CancerNet Japan

\*3 Individual results vary depending on the frequency, strength, type and dosage of medication.

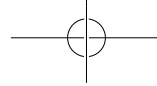
contents	04	Hand care
	06	Skincare
	14	Lip care
	16	Eyebrow makeup
	20	Complexion makeup
	26	Color makeup
	30	Hair care & Wigs
	33	Q & A
	34	Message

According to a survey\*2, 94% said the changes “bothered them” and 73% “found it difficult to consult” others about the changes. Anyone can have a concern with a change in appearance, and it can vary by types of treatment, physical conditions\*3, and other factors. That means, types of information people need also range widely.



This book mainly features simple techniques that are useful regardless of age or gender. If you are especially concerned or want to know additional techniques, you can find out more in the sections marked by **Plus**.

● If you feel your skin scalp, and nails are sensitive, consult your doctor before following the tips discussed in this booklet.



\ Replenish more moisture /

# Hand care

Moisturize your hands often to prevent dryness.  
Here are some simple hand care tips.

Keeping your hands well-hydrated to prevent them from becoming dry and chapped will help to lead you through your day in comfort and enjoy skincare, makeup and hair care.

Let's make hand care your daily routine.

## How to choose your hand cream

**For high protection from dryness**

Highly moisturizing formulas

**For dull skin**

Formula with a tone-brightening effect

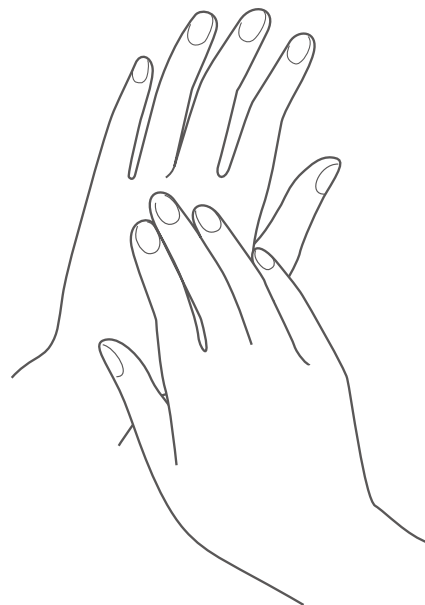
**When you need to use your hands**

Smooth and non-sticky formulas

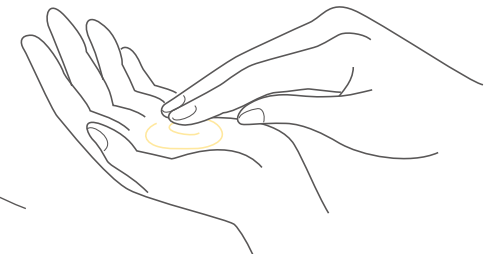
**To refresh and relax**

Scented types

*Medical treatment causes the skin to become very dry.*



Apply hand cream evenly, from the back of your hands to your fingertips.

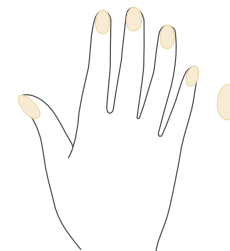
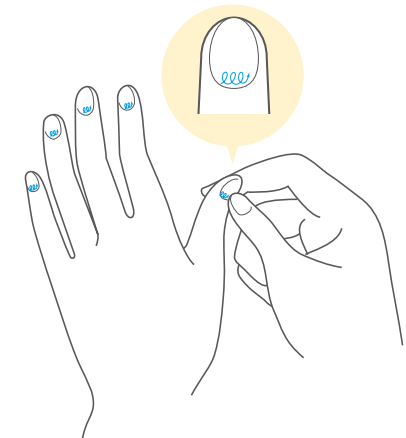


Put some cream into the palm and cover with the other palm to warm. Spread it all over in a circular motion and then to the back. Spread it over the fingers one by one.

## +Plus

Dab small amounts of cream on the fingernails and spread them over the whole fingers. As hands tend to dry easily after washing, follow with a generous amount of cream or nail serum.

Wear thin cotton or silk gloves to bed for lasting hydration; this also prevents the hand cream from transferring. Liberally moisturize after a bath while the skin is still soft.



If you are concerned about a change in nail color, try nail polish and nail stickers.

\ For sensitive skin /

# Skincare

Pay attention to your skin condition so you can adjust your skincare for optimal results.

## 3 key points for skincare

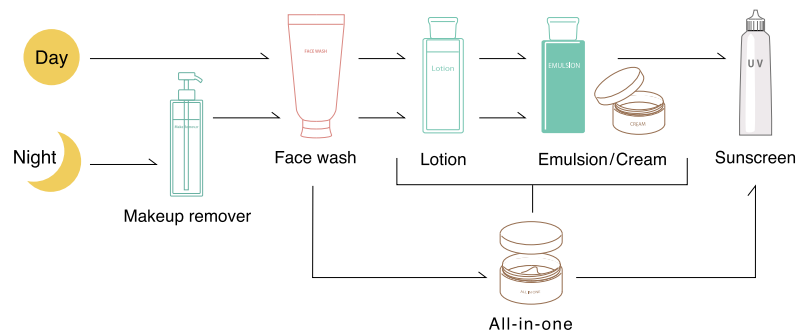
Keep the skin clean.

Keep the skin moisturized.

Protect the skin from environmental factors.  
(UV rays, etc.)

Choose your products and their order to meet your skin condition and preference.

[ Basic order of use ]



When your skin feels dry, choose a moisturizing formula.

*Do I need a makeup remover?*

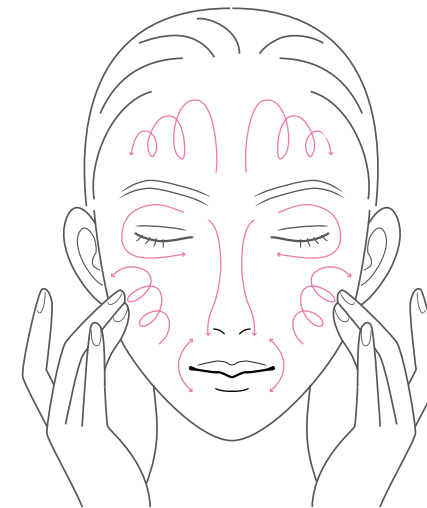
## Makeup remover

*Which makeup remover should I use?*

Try an oil, emulsion, or gel type, which can dissolve makeup and be rinsed off without straining your skin.

01

Take some remover and spread between the palms. Wrap the cheeks, and spread over the face from the center and outward in slow, circular motions.



02

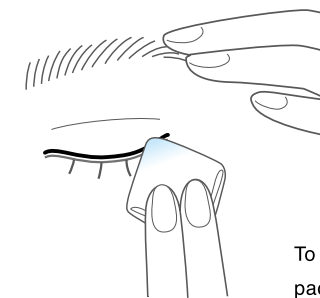
Gently circle around the eyes with the fingertips.

03

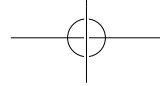
Rinse well.

## +Plus

For long-lasting eye makeup, use an eye makeup remover.



To remove eyeliner, fold a cotton pad into four and use the corner to gently wipe off.



*I want to do something about my dry skin.*

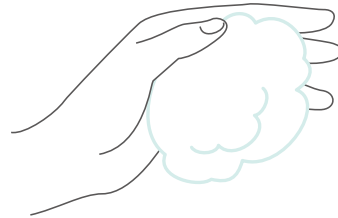
## Face wash

*My skin feels drier and uncomfortable.*

Cleanse without removing essential moisture or damaging your skin.

01

Make a good lather.  
Wet the hands and spread some cleansing foam between them. Add a small amount of water at a time and work up a stiff lather that will not drip.



A foaming net makes lathering easy.

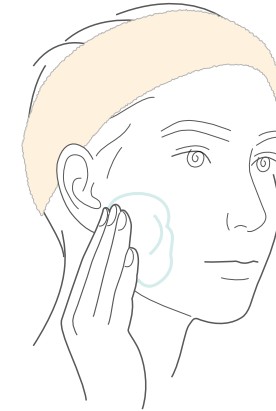
### Tips

A self-foaming cleanser is a convenient option.



02

Gently massage over the face like rolling the foam. Do not rub.



03

Rinse well with running water for about one minute.  
Rinse with cool water if the skin is sensitive to warm water.

04

After a thorough rinse, dry by gently pressing a towel. Do not over-dry the skin.





*I want to take care of my dry skin.*

## Moisturizer

*Moisturizer get in my eyes.*

Apply slowly like you are warming the skin.

Choose a product with a texture and a scent that you like. Whether you use a lotion, emulsion, cream, or all-in-one type, follow this method to help lock in moisture in your skin.



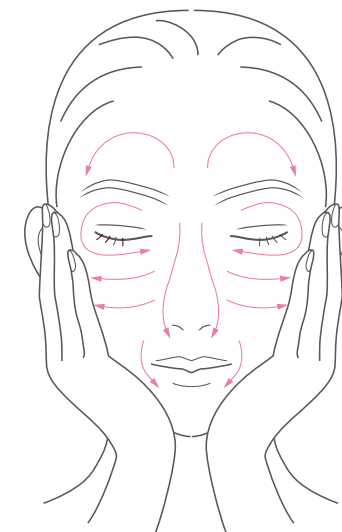
01

Take up some product and spread between the palms to warm.



02

Lightly cover the cheeks and apply slowly from the center outwards, lightly pressing on the skin. Gently press with the pad of the fingers around the eyes, nose and mouth.

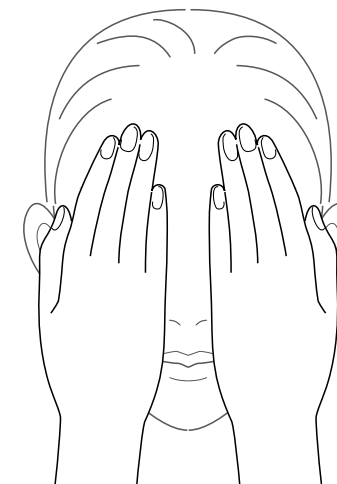


### +Plus

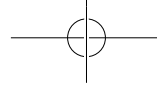
Lightly cover the whole face with the palms to promote absorption.

#### Tips

Skincare can be a relaxing experience. Apply products slowly and enjoy their comforting sensations.



Give extra attention to dry parts as needed and apply another layer of the product or follow with cream.



*I tend to get sun burns easily.*

## Sunscreen

The key is a thorough and even application of sunscreen. Reapply often, every 2-3 hours.

*I've noticed more dark spots on my face.*

### How to choose your sunscreen

#### For dry skin

Cream with a moisturizing effect

#### If you tend to perspire a lot

Lotion or gel with a smooth after feel

#### For the body

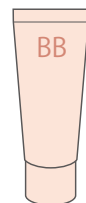
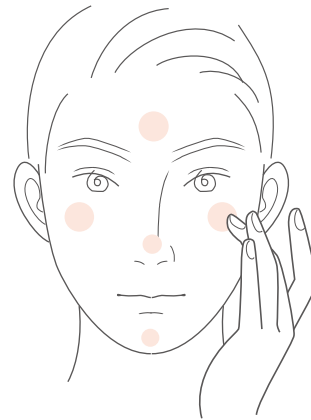
Smooth and spreadable milky formulas

#### Quick and simple choice

Spray for easy application and touch ups

### To brighten your complexion

For an instantly brighter complexion, try BB cream which offers serum, sunscreen, primer, and tone-correction effects.

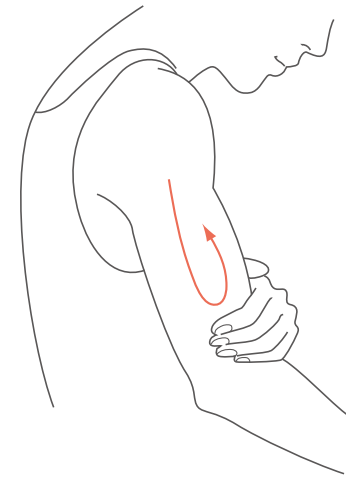


### For the face

Dab some sunscreen on the 5 points of the face (cheeks, forehead, nose, and chin) and spread it thoroughly. As needed, apply another layer.

### For the neck

Dab some sunscreen onto a few places and spread it lightly. Then, spread it in upward motions.

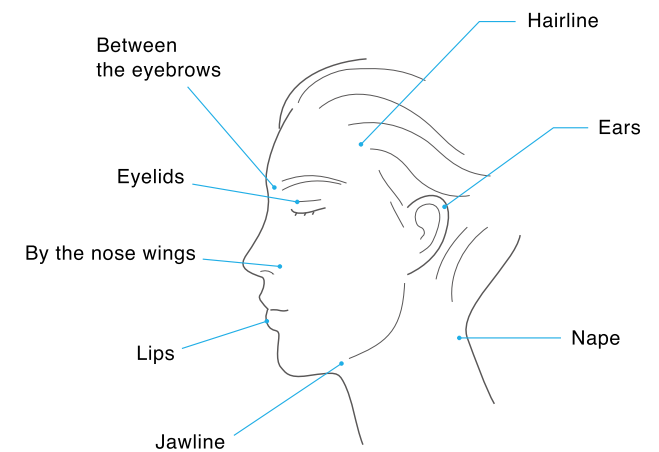


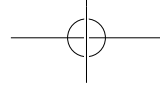
### For the arms and legs

Apply directly from the container in a straight line. Use the palm to spread gently and evenly in large circular motions. Be especially thorough on the shoulders and chest, as they tend to get sunburned easily.

### Do not miss these spots!

Use a mirror and thoroughly apply sunscreen to these areas.





\ Protect your lips from dryness /

# Lip care

Moisturize your lips before they start to feel dry.

## How to choose your lip balm

### For dry lips

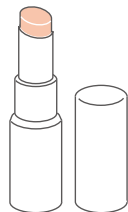
Highly moisturizing formulas

### For daytime outings

Formulas with a sunscreen property

### For pale lips

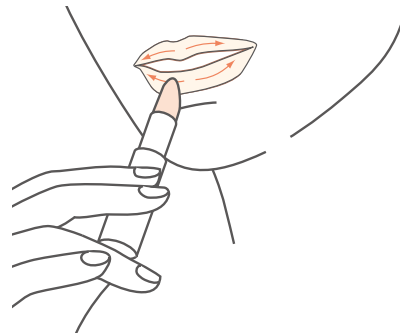
Lightly tinted formulas in red or orange



## How to tone down the shine

Lightly blot with a tissue and gently apply another coat to the center only without rubbing.

*My lips tend to chap and flake.*



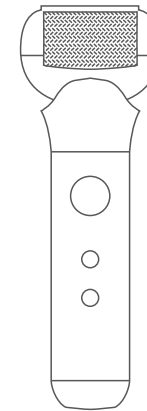
Apply some lip balm to the center of the lips and put them together to blend. Apply another coat to very dry parts. Reapply gently when the lips become dry. Avoid reapplying excessively.

# How to care for facial and downy hair

*I want to know the ideal techniques for my skin.*

Shave when your skin condition is normal. Shaving is not advised when your skin feels very dry or sensitive. Be gentle on your skin and hydrate it as soon as possible.

*Shaving causes damage to my skin.*

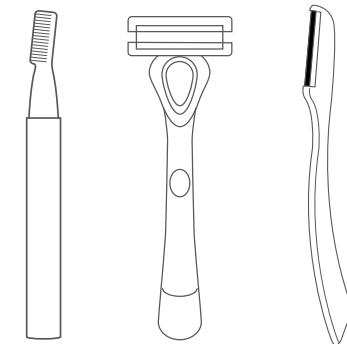


## For facial hair

Shave after washing your face when the hairs are soft. Press a razor gently against your skin and shave with the grain. Using electric shavers does not cause much irritation.

## For downy hair

Remove it at night, about once a week. Apply some moisturizer and gently glide a shaver downward. Electric shavers for the face are designed to be gentle on the skin.



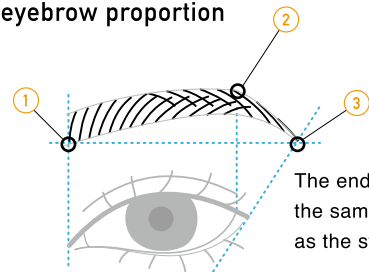


\ Bring out the best in you /

# Eyebrow makeup

Follow your bone structure to shape your eyebrows.

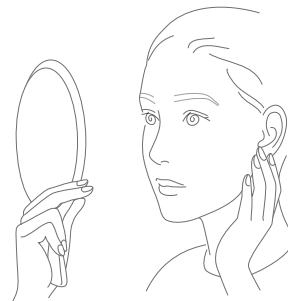
## Basic eyebrow proportion



The end is at the same height as the start.

Position a mirror parallel to your face to check your eyebrow shape.

- ① **Start** : Above the inner eye corner
- ② **Peak** : Above the outer corner of the white of the eye
- ③ **End** : Extension of the line connecting the nostril and the outer corner



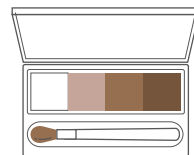
## Products to use

### [ Eyebrow pencil ]



A pencil with a soft core works well.

### [ Eyebrow powder ]



Use the attached brush for an even more natural look.

Choose a shade slightly darker than your natural eyebrow color.

### Tips /

Use both a pencil and powder for a natural-looking finish.

## For sparse eyebrows

01

Take a small amount of eyebrow powder on the fingertip or brush, glide along the brow bone. Repeat a few times till the desired color is achieved.

### Tips /

If you want to keep it easy, use powder alone.

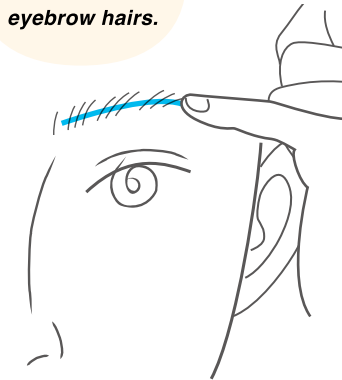


### Tips /

If the eyebrow pencil slips on the skin, spread primer into the eyebrow areas and apply a small amount of face powder or powder foundation.

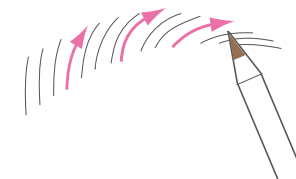
Since I started my treatment, I've lost some eyebrow hairs.

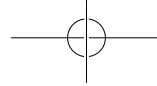
I'm not sure how to draw eyebrows.



02

Use an eyebrow pencil to draw strands of hair in the direction of hair growth. Hold the center of the pencil lightly and draw gently with light pressure.

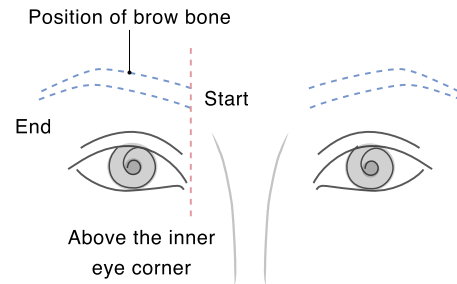




## For missing eyebrows

01

Feel the brow bone to check the position of the eyebrows, from the start to the end (before the temple).

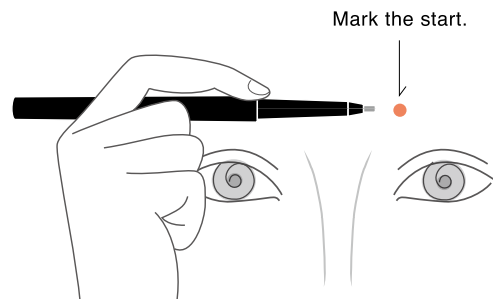


*I want to know how to draw eyebrows naturally.*

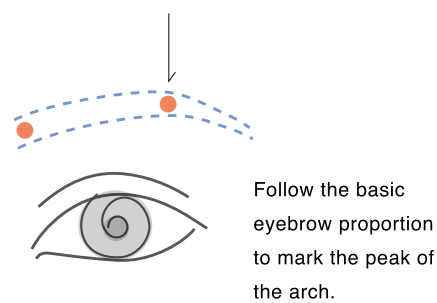
*I can't tell where my eyebrows should be.*

02

Use an eyebrow pencil to mark the start of the eyebrow. Then, hold the pencil horizontally to find and mark the start of the other eyebrow at the same height.

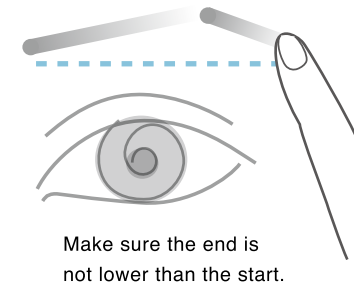


Mark the peak.



03

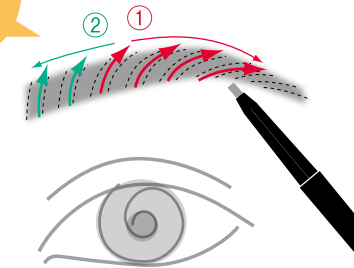
Take some eyebrow powder on the finger or the brush. Draw from the start of the eyebrow to the peak. Then, draw from the peak to the end. Gradually add thickness to the desired shape.



04

Use the eyebrow pencil to lightly draw short hairs (1-2mm long) from the center toward the peak and then to the end. Draw short lines on the start of the eyebrow with an even lighter touch.

*It mimics the flow of the hair.*

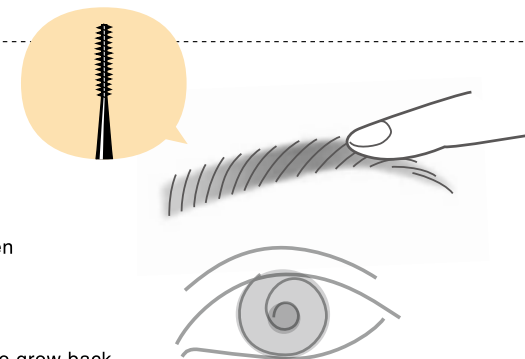


## + Plus

Blend the outline, the start, and the end with a finger, leaving the center slightly darker.

Use an eyebrow brush for an even more natural look.

\*When your eyebrow hairs start to grow back, follow "For sparse eyebrows" on p.17.



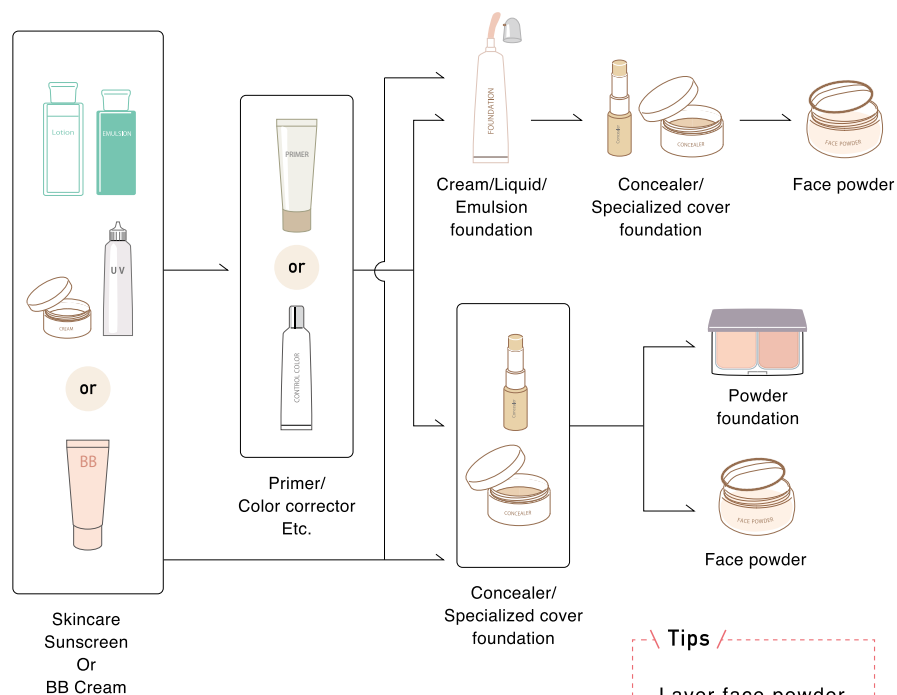
\ Complement your vibrant expressions /

# Complexion makeup

Choose the right products and shade for your skin condition to give a natural look and a more active impression.

Primers can create a smooth base for makeup to adhere to and keep the finish in place. Foundations help even out the skin tone.

[ Basic order of use for base makeup ]



**Tips**

Layer face powder for a longer-lasting finish.

To brighten your complexion even more, add blush or lipstick as finishing touches.

*There are so many types... which is suitable for me?*

## Primer

*Do I need to use primer?*

Find a primer that works for your skin condition.



### How to choose your primer

#### For dry skin

Highly moisturizing cream types

#### For a dull complexion

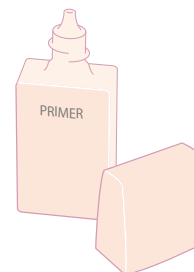
Formulas with a tone-brightening effect

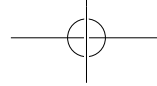
#### For a longer-lasting finish without shine

Lotion types with a sebum-absorbing function or a smooth after feel

#### For tired-looking skin

Formulas with pearl for a glow





*I want to do something about the look of my skin.*

## Color Corrector

Adding a color corrector designed for your skin condition can improve the finish of foundation. Find one that meets your skin condition and desired look.

### How to choose your color corrector

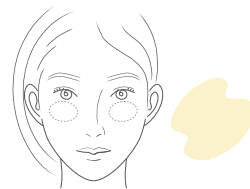
For redness

Green tones



For slight dullness, dark circles, dark spots

Yellow tones



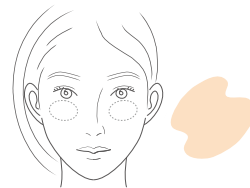
To add a flush of color

Pink tones



For dullness

Orange tones



### How to apply a primer or color corrector

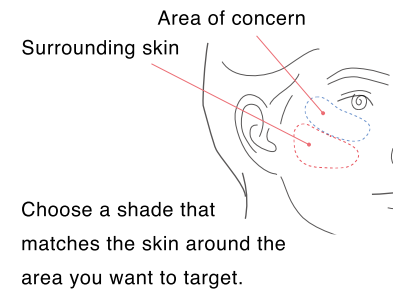
Apply to the whole face or targeted areas. Dab some product on the five points of the face (cheeks, forehead, nose, and chin) and move the fingers in large motions to spread it thoroughly.



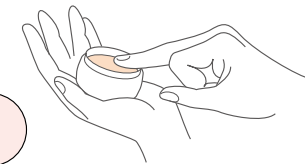
## Specialized cover foundation

*I can't quite cover my dull complexion.*

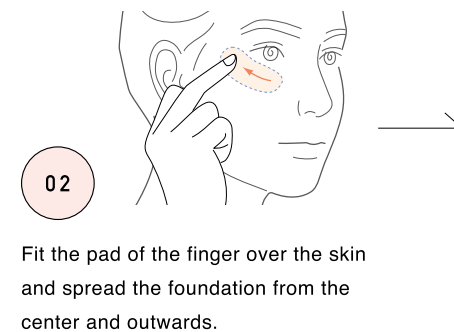
Specialized cover foundation makes it easier to conceal dullness caused as a side effect of treatment and surgery scars. Choose your right shade and use the right amount.



01

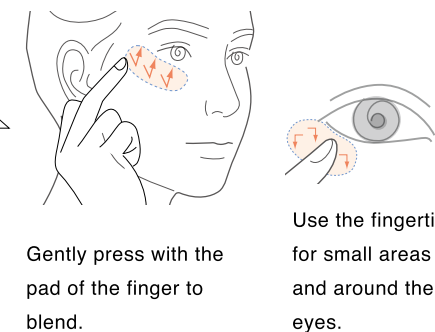


Circle with the finger to take some foundation. Adjust the amount to the depth of the color and the size of the coverage area.



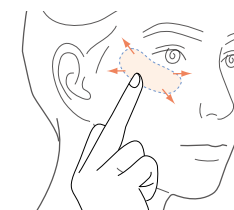
02

Fit the pad of the finger over the skin and spread the foundation from the center and outwards.



Use the fingertip for small areas and around the eyes.

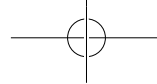
03



Spread and blend the edge with the pad of the finger. Layer as needed.

• Specialized cover foundation (Perfect Cover Foundation MC)



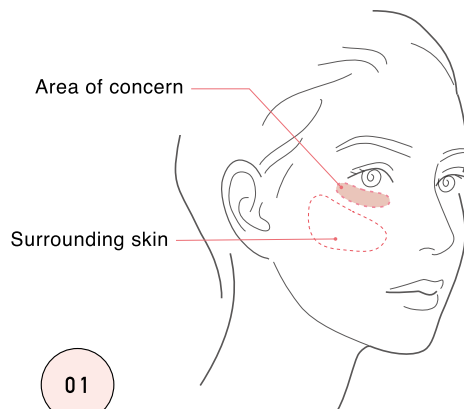


*I can't get enough coverage.*

## Concealer

*I don't want the finish to look too thick.*

If you notice a change in your skin tone, try adding a concealer to your usual foundation.

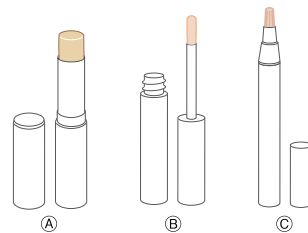


01

Choose a shade that is in between the area of concern and the surrounding skin.

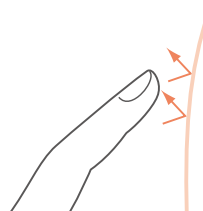
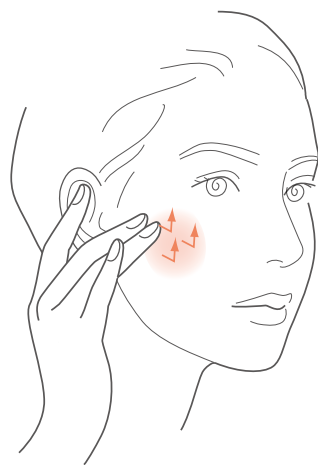
### Types of concealer

- Ⓐ **Stick** (Coverage > Skin-like finish)
- Ⓑ **Applicator** (Coverage < Skin-like finish)
- Ⓒ **Pen** (Coverage < Skin-like finish)



02

Apply the concealer to the area of concern and lightly tap with the fingertip to blend. Layer as needed. Finally, tap along the edge gently.



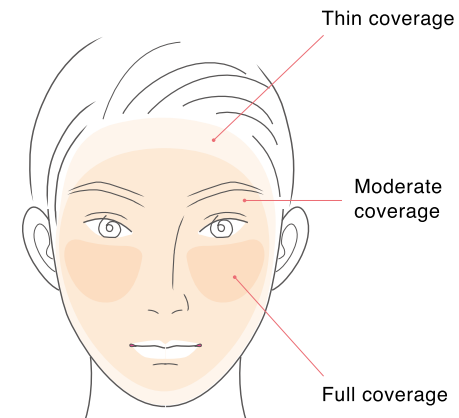
Hold the fingertip parallel and lightly tap to blend the concealer.

## Foundation

*I always put on too much foundation.*

*How can I get a beautiful finish?*

Use different techniques for different parts of your face to get a natural-looking contoured finish.



01

### Full coverage zone

Give this area a proper coverage for a brighter and healthier look. Take some foundation on the finger or the sponge and tap on to apply.

02

### Moderate coverage zone

Imagine an egg-shaped area slightly smaller than the face. Thinly spread the foundation remaining on the finger or the sponge around the eyes, on the forehead, the bridge of the nose and then around the mouth.

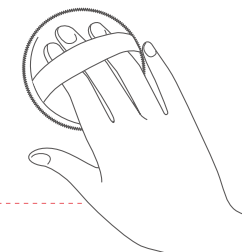
03

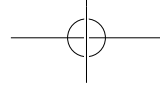
### Light coverage zone

Use the small amount left on the finger or the sponge to blend out over the hairline and the jawline. Finally, look for any unevenness and make sure the edges are blended for a seamless finish.

Tips

Apply powder foundation with a large puff for quick and easy application.





*How can I put on blush naturally?*

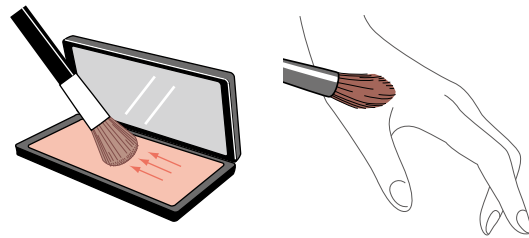
## Blush

*When I apply blush, it fades my foundation.*

Apply blush without rubbing the brush against the skin. Even without foundation, blush alone can add a flush of color to your complexion.

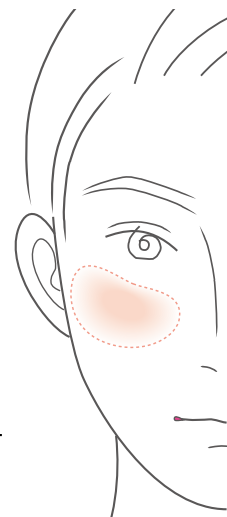
01

Lay the brush flat and slide it over the blush in one direction for 2-3 times. Gently remove excess against the back of the hand.



02

Place the brush on the center of the cheek and tap a few times. Blend to the cheek bone.



03

Tap along the edge to blend for a natural-looking finish. As needed, layer to add more color.

## Lipstick

*How can I brighten my skin tone?*

*My lips look dull.*

Just a coat can brighten up your impression. Look for a lipstick type for your desired finish.

For a natural, "no-makeup" look

Matte

For a subtle glow and color

Sheer

For a radiant and glossy finish

Pearl

For a brighter look

CC types

01

Lightly pull your lips to the sides like you are saying "eh", position the corner of the lipstick on the corner of the lower lip and apply it toward the center. Repeat on the upper lip.



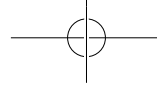
02

Blend out the edge with a finger. Check to make sure the lipstick is applied neatly to the lip corners.

**+ Plus**



Outline your lips with a lip liner to define your lip shape easily.



*My eyes lack definition without my eyelashes.*

## Eyeliner

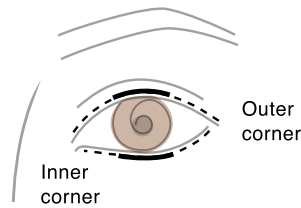
*My eyes water often and it smudges my eyeliner.*

Choose an eyeliner in a shade close to the color of your iris. Here are eyeliner techniques easy enough for beginners to use.

01

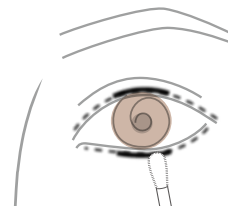
Follow the width of the iris and draw eyelines to the upper and lower eyelids in light touches.

[ Location to apply eyeliner ]



02

Use a cotton swab to blend the edges.



### Tips

Putting on eyeliner is easier if you change the position of the mirror as you apply.

For the upper eyelid



Position the mirror lower and look down.

For the lower eyelid



Hold up the mirror and look up.

## Eyeshadow

Layer cream eye shadow and powder eyeshadow for a brighter look.

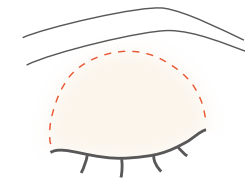
*My eyes look sunken and that makes me look tired.*

01

Take some cream eyeshadow on the fingertip and lightly glide to spread it over the upper eyelid.

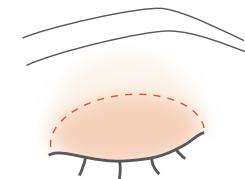
### Tips

Priming with cream eye shadow helps keep powder eyeshadow in place.



02

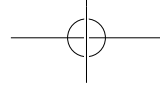
Choose any powder eyeshadow in a brightening shade. Blend it over the upper eyelid up to the crease with the fingertip.



### + Plus

For more definition, take some darker powder eyeshadow with the tip of the little finger and apply it along the edge of the eyelid.

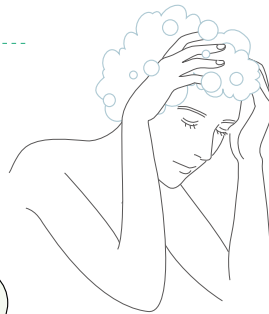




*My scalp is dry and I get dandruff.*

## Hair care

If your scalp starts to become sensitive, it is time to reevaluate your hair care routine.



### Before you start your treatment

If your hair is long, shortening it in phases might make maintenance easier during your treatment. That helps prevent fallen hairs from becoming tangled.

You may want to get a wig that looks similar to your current hair style before you start treatment. For home and bedtime, try soft and smooth cotton hats. You will feel more at ease if you are prepared before your treatment.



01

Rinse off impurities with lukewarm water.

02

Lather shampoo well, gently work it in with the pads of the fingers and rinse well.

03

Apply hair conditioner only to the tips and rinse well.

04

Dry the hair with a soft towel without scrubbing the scalp.

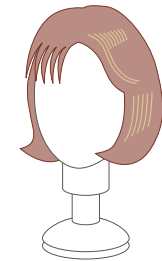
05

Blow dry thoroughly. Keep the heat and strength of the hair dryer lower.

*I don't know how to choose the right wig.*

## Types of wigs

Know the characteristics of wig materials to find the one that meets your needs.



### Types of materials

My priority is a natural look

#### Human hair

(Processed human hair)

##### Pros

- Looks natural.
- Can be styled with a hair iron.

##### Cons

- Needs to be styled after washing and requires more maintenance.
- The color fades easily.
- Generally costs more.

I want to enjoy different hair styles casually

#### Synthetic hair

(Synthetic fiber that mimics human hair)

##### Pros

- Can be turned into shape-memory wigs for easy styling and maintenance.
- Lighter than human hair.
- Generally costs less than human hair.

##### Cons

- Glossy and looks less natural.
- Low resistance to heat and friction.

A natural look + easy styling and maintenance

#### Blended

(A blend of human and synthetic hairs)

- Both characteristics of human and synthetic hairs.
- Wigs with more human hairs have a more natural look.
- A wide range of price depending on the amount of human hair.



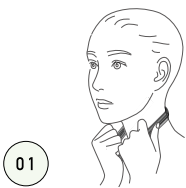


*My wig looks flat and doesn't look natural.*

## How to make a wig look more natural



Align your wig to the nape and the hairline.



**01**  
Stretch the wig cap. Put it over the head and down to the neck.



**02**  
Pull it up and align it to the hairline.



**03**  
Tuck the sides behind the ears. Pull any excess toward the back.



**04**  
Place the wig and position the hair whorl (slightly behind the crown).



**05**  
Lift the outer hairs of the wig. Press down on the inner hairs along the nape.

*Good fit over the nape!*

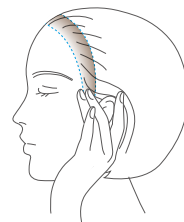


**06**  
Repeat on the hairline on the front. Lightly put the outer hairs back, maintaining their volume.

### + Plus

#### Tip for making the hairline look more natural

Take brown or gray eyebrow powder with your fingertip and glide along the gap between your wig and skin to naturally blend in the edges. Keep the color gradually lighter toward your hairline.



## Q & A

**Q : Can I wear makeup when I am undergoing cancer treatment?**

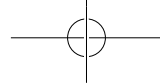
**A : Consult your doctor before using cosmetics.**

**Q : Should I use cosmetics for sensitive skin?**

**A : Consult your doctor before using cosmetics including products designed for sensitive skin.**

**Q : When I use an eyebrow pencil, my eyebrows end up looking too strong.**

**A : You may be applying too much pressure. Softly blend the outline with an eyebrow brush. Take a picture before you start your treatment or after drawing your desired shape to use it as your reference.**



## Endless possibilities from caring for appearance changes

Manager  
The Cancer Survivors Club Operation Committee  
Public Interest Foundation Japan Cancer Society

**Mitsunobu Yokoyama**



The 17 items of the SDGs include gender equality and health and welfare for all. This also applies to cancer patients. The 10-year relative survival rate for all cancers has risen to over 58%.

It means we live in an era of coexisting with cancer.

Side effects of cancer treatment can cause a visible change in your look and affect your self-confidence. The longer you live with cancer, the more important appearance care becomes.

Appearance care is cosmetic and covers or masks your visible skin concern, but it doesn't stop there. The point is it lets you focus on expressing yourself and living your life. You can enjoy yourself again and go out or meet friends without hesitation.

Shiseido Life Quality Makeup introduces makeup and skincare to inspire a positive outlook and self-confidence in people who are experiencing various changes in appearance regardless of gender or age.

If you are worried about your appearance, please open this booklet.

"I'm on cancer treatment, so I should put up with it." Attitudes like this are a thing of the past. Staying true to yourself is especially important during your treatment. I think this will be the norm in the future.

## Integration with society and appearance care

Chief  
Appearance Support Center  
National Research and Development Agency  
National Cancer Center Hospital

**Shoko Toma**



When I explain to cancer patients the treatment is likely to cause changes in appearance, such as hair loss and skin disorders, many of them feel anxious and think they will have to change their routine. Some even give up makeup and fashion, thinking they are something that should not be done.

Medical professionals use medical treatment, cosmetology, reconstructive surgery, and psychosocial approaches to propose a way to live with peace of mind even if the appearance changes, and we call this appearance care. However, this is not for beauty but for survival; it aims to help patients live with cancer. It is difficult in the medical field to go beyond survival and leverage beauty to help patients take joy in life again.

In many cases, you do not need any special care or products during cancer treatment and you can still enjoy beauty and comfort. If you like skincare and makeup, I would like you to find a way to continue using them.

This booklet embraces diversity and is structured from the perspective of universal beauty care regardless of gender or age. I hope it will help everyone to enjoy beauty freely, living with cancer or not.



# SHISEIDO



## Shiseido Life Quality Makeup

Shiseido Company, Limited



Articles contributed by National Research and Development Agency  
National Cancer Center Hospital  
Public Interest Foundation Japan Cancer Society

Cancer patient web surveys Nonprofit Organization CancerNet Japan

Beauty information by Shiseido Life Quality Beauty Center  
Shiseido Beauty Creation Center  
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