

Finding the World's Top Beauty Advisors

The 7th Global EMB* Contest

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, President and CEO: Kazutoshi Kobayashi) held the 7th Global EMB Contest on April 16 and 17. This event is a competition of makeup skill, hospitality and other abilities utilized by beauty professionals from both Japan and overseas. On the 16th, the 17 finalists gathered at the KOSÉ Oji Training Center (Kita-ku, Tokyo) to showcase their current level of achievement. On the next day, the 17th, the results were announced followed by an awards presentation at the Tokyo Dome Hotel (Bunkyo-ku, Tokyo). Out of the approximately 4,600 professionals engaged in beauty worldwide who participated, the grand prize was awarded to Kaori Yoshida of Japan, followed by two semi grand prize winners, Japan's Masami Okamoto and Taiwan's Yu Chen Wei.

*EMB stands for “Expectation, Meet, Beyond” and is meant to imply people who not only meet, but also exceed expectations.



The announcement of the winner



President Kobayashi and winner, Kaori Yoshida

Kose pays careful attention to the education of our beauty advisors, emphasizing customer service as a key point during their beauty consultations. Beauty advisors train daily, learning about skin and beauty, as well as acquiring skincare and makeup skills, dedicating themselves to the spirit of EMB in order to meet and exceed customer expectations. We have been holding annual nationwide contests since FY1975 as a way to compete with skills honed through daily achievement and help our beauty advisors reach their full potential. We have been holding the Global EMB Contest since 2012, showcasing competition between both domestic and overseas beauty advisors on a single stage. By continuing to expand our knowledge, improve our service and hone our skills, we will deliver the joy and thrill of unlocking beauty to an ever greater range of customers.

The 7th Global EMB Contest Screening Guidelines

A yearly review (FY2017) is assessed in addition to makeup skill and customer service competitions. Participants are also judged for their ability to teach customers how to beautify themselves and are subjected to a customer (models for the competition) evaluation of these skills.

Domestic selection was performed from a pool of about 3,000 KOSÉ Corporation beauty advisors engaged in storefront work (with the exception of training staff). Ten finalists were then chosen after regional competitions.

Representatives were selected to represent each of seven overseas regions (China, Taiwan, Hong Kong, South Korea, Singapore, Thailand, Malaysia) from approximately 1,600 KOSÉ beauty advisors in those regions.

The 7th Global EMB Contest Winners

Grand Prize Winner

■ Sendai Branch, Japan

Kaori Yoshida

Career: 12 years

Workplace: Cosmetics Store



Semi Grand Prize Winners

■ Kansai Branch, Japan

Masami Okamoto

Career: 2 years

Workplace: Cosmetics Store



■ Taiwan

Wei Yu Chen

Career: 16 years

Workplace: Department Store



The 17 Finalists (in no particular order)



【Japan】

Madoka Oikawa, Kita Tohoku Branch
Kaori Yoshida, Sendai Branch
Tamami Tsutsumi, Nagano Branch
Kayoko Kunugi, Shutoken Nishi Branch
Aya Goto, Hachioji Branch
Masami Okamoto, Kansai Branch
Seika Mori, Shikoku Branch (Matsuyama)
Yuko Watanabe, Shutoken Dai-1 Branch
Hiromi Miyaguchi, Shutoken Dai-2 Branch
Madoka Nakamura, Tokyo Department Store Branch

【Overseas】

Li Xue, China
Wei Yu Chen, Taiwan
Lee Shuk Man, Hong Kong
Won Jisu, South Korea
Wong Wei Ye, Singapore
Muangsoon Phimphorn, Thailand
Goay Lee Tin, Malaysia