

Selecting the cream of beauty advisors!

KOSÉ holds 5th Global EMB Contest

On 18th and 19th April, KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, President: Kazutoshi Kobayashi) held the 5th Global EMB* Contest where beauty advisors from Japan and around the world compete globally in the disciplines of makeup and customer service skills. On the 18th April, 17 beauty advisors who had progressed to the final stage of selection from Japan and overseas gathered at the KOSÉ Oji Training Center (Kita-ku, Tokyo) to showcase their skills. Announcement of the Grand Prix and Semi-Grand Prix winners and presentation of their awards was held on the 19th April at the Tokyo Dome Hotel (Bunkyo-ku, Tokyo). This year's Grand Prix Award winner was Rina Takahashi from Japan, with Kaori Yoshida from Japan and Peilon Chu from Taiwan taking out the Semi-Grand Prix Award.

KOSÉ sees the counseling activities of its beauty advisors as a key element in customer interaction and is channeling its energy into the training of its beauty advisors. In addition to knowledge concerning the skin and general beauty, skincare and makeup techniques, KOSÉ implements training to achieve a level of customer service that not only lives up to but exceeds the expectations of their clients through dedicated and sincere interaction with clientele. This contest has been held each year on a national level since 1975 as a forum to gauge the results of this training and for beauty advisors to learn from each other and improve their skills.



Further, in line with growth in overseas sales in recent years, KOSÉ commenced the training of its beauty advisors working overseas and from 2012 has been holding the Global EMB Contest enabling beauty advisors from Japan and around the world to come together in one place and pit their skills against each other.

The aim of this year's contest was not only to enhance customer service levels through friendly rivalry between the competitors, but also to provide stimulation and increase motivation by transcending national borders and enabling beauty advisors from around the world to come together in the one place and interact with one another. By using such activities to enhance the customer service level of our staff, we are further reinforcing the point of contact with clientele at each of our product sales and counseling areas.

*EMB is an acronym formed from E: Expectation M: Meet B: Beyond, meaning to live up to and go beyond customer expectations.

<Global EMB Contest Selection Criteria>

In addition to an assessment of activities over a one-year period (fiscal 2015), contestants compete in the disciplines of makeup technique and customer service skills. This is combined with an evaluation provided by a client (model). From fiscal 2014, the screening criteria for the global contest included skills in conducting makeup lessons with the aim of enabling customers to achieve their desired look on their own.

[Japan]

Contestants are selected from approximately 3,000 beauty staff (trainers excluded) working in stores as representatives of KOSÉ Sales Co., Ltd. Beauty advisors eligible to participate in the contest are staff who have obtained the grade of Specialist or Expert in the SUP (Step Up Plan) implemented by KOSÉ in 2013 to evaluate beauty advisers in the three areas of skill, behavior and knowledge. Applicants must go through two selection rounds that narrow down the contestants to ten beauty advisors to represent Japan.

[Overseas]

One beauty advisor displaying outstanding ability from each country in which KOSÉ operates (China, Taiwan, Hong Kong, Korea, Singapore, Thailand and Malaysia) is chosen from approximately 2,000 KOSÉ beauty advisors, so seven are chosen to represent their countries in Japan.

<5th Global EMB Contest Award Recipients>

[Grand Prix]

■ Japan ■ Hokkaido Branch

Rina Takahashi

Career at KOSÉ: 7 years
Sales Channel: Drug store



[Semi-Grand Prix]

■ Japan ■ Sendai Branch

Kaori Yoshida

Career at KOSÉ: 10 years
Sales Channel: Specialty cosmetics store



■ Taiwan ■

Peilon Chu

Career at KOSÉ: 11 years
Sales Channel: Department store



<17 Finalists> *no particular order

[Japan]

Hokkaido Branch
Hokkaido Branch
Sendai Branch
Sendai Branch
Shutoken Nishi Branch
Kansai Branch
Kyushu Nishi Branch
Okinawa Branch
Nishinihon Department Store Branch
Shutoken No. 2 Branch

Ayaka Ito
Rina Takahashi
Shoko Kawamura
Kaori Yoshida
Kayoko Kunugi
Airi Sato
Ayako Tokunaga
Mai Kuniyoshi
Nao Hayato
Chihiro Tsukada



[Overseas]

China
Taiwan
Hong Kong
Korea
Singapore
Thailand
Malaysia

Wenyan Zhao
Peilon Chu
Lam Hiu Lai
Na Eunjung
Denise Oh
Ravisara Sukbunya
Leng Ai Nee