

Selecting the cream of beauty advisors!

KOSÉ holds 6th Global EMB* Contest

Over the two days from April 17-18, KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo, President: Kazutoshi Kobayashi) held the 6th 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 17th April, 17 beauty advisors who had progressed to the final stage of selection from Japan and all over the world gathered at the KOSÉ Oji Training Center (Kita-ku, Tokyo) to showcase their skills in front of the judges. Announcement of the Grand Prix and Semi-Grand Prix winners and presentation of their awards was held on the following day, the 18th April at the Tokyo Dome Hotel (Bunkyo-ku, Tokyo). This year's Grand Prix Award winner was Song Dong Ping from China with Kaori Yoshida and Chihiro Mori from Japan taking out the Semi-Grand Prix award.

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



KOSÉ President, Kazutoshi Kobayashi with the Grand Prix Award Winner, Song Dong Ping

KOSÉ sees the counseling activities of its beauty advisors as a key element in customer interaction and is channeling its energy into their training. 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 globalization of our sales bases, 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.

This contest is not only a chance 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.

<Global EMB Contest Selection Criteria>

In addition to an assessment of activities over a one year period (fiscal 2016) 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, skill in conducting makeup lessons with the aim of enabling customers to achieve their desired look on their own was added to the screening criteria for the global contest.

[Japan]

Contestants were selected from approximately 3,000 beauty staff (trainers excluded) working in stores around Japan as representatives of KOSÉ Sales Co., Ltd. Following regional contests, 10 beauty advisors were selected to represent Japan.

[Overseas]

One each beauty advisor displaying outstanding ability from 7 countries and regions (China, Taiwan, Hong Kong, Korea, Singapore, Thailand and Malaysia) was chosen from approximately 1,500 people. Ultimately 7 were chosen to represent their countries and regions, gathering at Japan.

<6th Global EMB Contest Award Recipients>

[Grand Prix]

■ China ■

Song Dong Ping

Career at KOSÉ: 7 years

Place of employment: Department Store



[Semi-Grand Prix]

■ Japan ■ Sendai Branch

Kaori Yoshida

Career at KOSÉ: 11 years

Place of employment:
Specialty Cosmetics Store



■ Japan ■ Shutoken Dai-ni Branch

Chihiro Mori

Career at KOSÉ: 6 years

Place of employment: Drug Store



<17 Finalists> *no particular order[Japan]

Hokkaido Branch
Sendai Branch
Saitama Branch
Shutoken Nishi Branch
Kansai Branch
Kyushu Nishi Branch
Kumamoto Branch
Okinawa Branch
Shutoken Dai-ni Branch
Chubu Branch

Mayumi Funato
Kaori Yoshida
Minami Nakata
Kayoko Kunugi
Masami Okamoto
Ayako Tokunaga
Miwa Tokuyama
Momoko Ando
Chihiro Mori
Kaori Totsugi

[Overseas]

China
Taiwan
Hong Kong
Korea
Singapore
Thailand
Malaysia

Song Dong Ping
Tsai Chien hui
Chan Hoi Ki
Choi Minyeong
Christine Goh
Wimol Pimay
Yvonne Kwong

