

Finding the World's Top Beauty Advisors The 8th Global EMB* Contest

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo; President and CEO: Kazutoshi Kobayashi) hosted the 8th Global EMB Contest on April 17 and 18. Approximately 5,000 KOSÉ beauty advisors from Japan and Asia participated in the contest, in which they were judged on their makeup techniques and customer service skills. On April 17, the 17 finalists gathered at the KOSÉ Oji Training Center in Kita-ku, Tokyo, to showcase their abilities. The following day, the results were announced, and an awards presentation was held at the Hilton Tokyo Bay in Urayasu City, Chiba Prefecture. The Grand Prize was awarded to Yoshiko Ota of Japan, and the two Runner-up Prize winners were Minami Nakada of Japan and Wei Yu Chien of Taiwan.

*EMB stands for "Expectation," "Meet," and "Beyond," and signifies not only meeting, but also exceeding expectations.



The winner is announced



President Kobayashi and the Grand Prize winner, Yoshiko Ota

KOSÉ places great importance on the education of its beauty advisors, and views beauty consultations as the key element of its customer service. KOSÉ beauty advisors train on a daily basis, acquiring knowledge about skin and beauty, and mastering skincare and makeup techniques. By dedicating themselves to the spirit of EMB, they also strive to meet and even exceed customer expectations. Beginning in 1975, KOSÉ hosted nationwide contests every year, both to provide an opportunity to increase the motivation of its beauty advisors, and to create a stage on which the advisors could test the skills they had honed in their everyday work. Then in 2012, the company launched the Global EMB Contest, in which beauty advisors from Japan and Asia assemble and compete on a single stage. Going forward, KOSÉ will continue enhancing the knowledge, services, and skills of its beauty advisors, and so deliver the joy and excitement of beauty to as many customers as possible.

Selection for the Global EMB Contest

KOSÉ beauty advisors were evaluated according to their yearly review for fiscal 2018, as well as their makeup techniques and customer service abilities. Participants were also judged on their ability to teach customers how to beautify themselves, and feedback from customers—in this case, the models used in the contest—also formed part of the overall evaluation.

In Japan, representatives were selected from approximately 3,400 KOSÉ SALES CO., LTD. beauty advisors (not including training staff) engaged in storefront work. Ten finalists were chosen after a series of regional preliminary rounds.

In Asia, one finalist was chosen from each of the seven Asian countries and regions—China, Taiwan, Hong Kong, South Korea, Singapore, Thailand, and Malaysia—from among a combined total of approximately 1,600 KOSÉ beauty advisors.

Prize Winners from the 8th Global EMB Contest

Grand Prize Winner

■ Japan ■ Nagano Branch

Yoshiko Ota
 Career: 10 years
 Workplace: Store



Runner-up Prize Winners

■ Japan ■ Saitama Branch

Minami Nakada
 Career: 5 years
 Workplace: Drug store



■ Taiwan ■

Wei Yu Chien
 Career: 17 years
 Workplace: Department store



The 17 Finalists



Japan

Saitama Branch
 Nagano Branch
 Shizuoka Branch
 Kinki Branch
 Chugoku Branch
 Kyushu North Branch
 Kumamoto Branch
 Tokyo Department Stores Branch
 Nishi-Nihon Department Stores Branch (Chubu Office)
 Nishi-Nihon Department Stores Branch

Minami Nakada
 Yoshiko Ota
 Masae Kaneda
 Hiyori Kitayama
 Yukie Ito
 Kasumi Fukushima
 Miwa Tokuyama
 Madoka Nakamura

Asia

China
 Taiwan
 Hong Kong
 South Korea
 Singapore
 Thailand
 Malaysia
 Saki Ishikawa
 Ryoko Nishitsutsumi

Ren Jie
 Wei Yu Chien
 Yip Chin Yiu
 Ku Boreum
 Fan Jet Yeng
 Wimol Pimay
 Chai Kur Chia

*Finalists listed in no particular order