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

KOSE Corporation (Headquarters: Chuo-ku, Tokyo; President and CEO: Kazutoshi Kobayashi) hosted the 8th Global EMB Contest on April 17 and 18. Approximately 5,000 KOSE 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 KOSE 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.

KOSE places great importance on the education of its beauty advisors, and views beauty consultations as the key element of its customer service. KOSE 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, KOSE 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, KOSE 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
KOSE 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 KOSE 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 KOSE 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
Nishi-Nihon Department Stores Branch (Chubu Office)

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

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

Saki Ishikawa
Ryoko Nishitsutsumi

*Finalists listed in no particular order