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## **BEAUTY COMPANY WINS EPA GREEN POWER LEADERSHIP AWARD**

*Hair-care manufacturer Zotos International, Inc. honored for  
On-Site Wind Generation*

**Geneva, New York, Monday, Sept. 24, 2012** — Zotos International, Inc. (Zotos) today was awarded with a 2012 Green Power Leadership Award from the U.S. Environmental Protection Agency (EPA), honoring the company for its 3.3 MW on-site wind generation project.

The annual awards recognize the country's leading green power users for their commitment and contribution to helping advance the development of the nation's voluntary green power market. EPA presented Zotos with the award at an event held in conjunction with the 2012 Renewable Energy Markets Conference in Washington, D.C.

"We are proud to receive this prestigious award from the U.S. Environmental Protection Agency," said Anthony Perdigao, Vice President of Operations and Chief Sustainability Officer at Zotos. "To have the EPA recognize us for our years of hard work and dedication means the world to us, our parent company, Shiseido, and our community. We are honored to lead the way for other manufacturers."

Zotos is a wholly owned subsidiary of global cosmetics leader Shiseido Co. Ltd. ("Shiseido"). Zotos manufactures hair-care and styling-aid products under the Zotos, JOICO, ISO, and Senscience

brand names, among others. According to the American Wind Energy Association (AWEA), Zotos' project is the largest wind project of any manufacturer in the United States. It's also the first wind project of its kind in Ontario County, N.Y., and the largest private industrial wind plan in New York State.

The company was one of only two organizations nationwide to receive a Leadership Award for the on-site generation of green power. The other award-winner was Coca-Cola Refreshments. The award recognizes EPA Green Power Partners that distinguish themselves using on-site renewable energy applications. Zotos is working toward generating up to 5 million kilowatt-hours (kWh) of green power annually from a 3.3 MW, two-turbine wind project at its 670,000-square-foot manufacturing plant in Geneva. The company is also purchasing up to 9 million kWh of green power from Renewable Choice Energy. Combined, the on-site wind and green power purchase are enough to power 100 percent of the Geneva plant's electrical needs with renewable energy.

Zotos currently ranks 18th on EPA's Top 20 On-site Generation list, which highlights EPA Green Power Partners that have achieved the highest annual on-site green power generation as of July 5, 2012. EPA updates its Top Partner Lists quarterly at <http://www.epa.gov/greenpower/toplists/>.

Green power is electricity that is generated from environmentally preferable renewable resources, such as wind, solar, geothermal, biogas, biomass, and low-impact hydro. Purchases of green power help accelerate the development of new renewable energy capacity nationwide and help reduce greenhouse gas emissions from the power sector.

"EPA is pleased to recognize Zotos International with a Green Power Leadership Award for generating its own clean, green power to run its facilities," said Gina McCarthy, assistant administrator for EPA's Office of Air and Radiation. "By using electricity generated from its on-site wind turbines, Zotos International is expanding America's renewable energy portfolio, improving the nation's energy security, and reducing their organization's impact on the climate."

Zotos, along with its Arcadia, Calif.-based JOICO brand, and parent company, Tokyo-based Shiseido, have made significant investments as part of a global sustainability initiative. In addition to the on-site wind project, Zotos' other efforts include energy-efficient lighting, reductions in water consumption, a significant increase in rail use, and the use of 100 percent recycled materials in most of its packaging. Zotos also engineered the use of plant-based plastics in its bottle production to reduce the company's dependency on petroleum-based commodities.

The JOICO brand, meanwhile, is at the forefront of material production. In 2010, the brand launched new packaging created from a hybrid bioplastic resin, making JOICO one of the first beauty brands to use this new and innovative material. The packaging is a composite of post-consumer recycled plastic and thermoplastic starch derived from plants, which can continue to be recycled and will not contaminate recycling streams unlike other bioplastics. As a result of these efforts, JOICO has significantly reduced its packaging-related greenhouse gas emissions.

"Salon professionals are highly compassionate people and very engaged in environmental issues," said Sara Jones, Senior Vice President and General Manager for JOICO and ISO brands at Zotos

International. We couldn't be more proud at Joico to support our industry's passion to protect our environment, and celebrate the Green Power Leadership award granted to Zotos. We continually strive to provide top performing products that are also environmentally friendly. This is a very important element in Joico's corporate value commitment."

Zotos, especially through its JOICO brand, is following Shiseido's lead in terms of sustainability. Shiseido first established its Eco Policy in 1992 and today the company is proud to cite 89 eco-conscious activities that it and its subsidiaries have promoted through the Shiseido Earth Care Project. Detailed information on all of these programs can be found at <http://group.shiseido.com/eco/>.

#### **About Zotos International, Inc.:**

A wholly owned subsidiary of global cosmetics leader Shiseido Co. Ltd., Zotos International, Inc. manufactures and markets a full range of hair-care and styling-aid products serving hair salons and professionals. Its products are sold under the Zotos, JOICO, ISO, Senscience, and Bain de Terre brand names, among others, and can be purchased at professional hair salons and beauty retailers worldwide. For more information, visit [www.Zotos.com](http://www.Zotos.com).

#### **About the JOICO brand:**

We eat, sleep and breathe beauty. We develop innovative, top performing hair products for healthy hair. We design artistic imagery that inspires creativity. We surround ourselves with the most gifted artists and educators in the salon industry. We are 100% committed to the advancement of the global salon community. Why? Because beauty isn't our job - it's our passion. For more information, visit [www.JOICO.com](http://www.JOICO.com).

#### **About Shiseido:**

Shiseido started business in 1872 as the first Western-style pharmacy in Japan. The business gradually evolved into a cosmetics company, offering people the most advanced technology and the finest aesthetics available in the East or the West. Now known globally as the premier cosmetics company with origins in Japan, the name Shiseido has come to represent the world's highest standards of quality. Fiercely contemporary and innovative after 140 years in business, Shiseido is now sold in 89 countries and regions. For more information, visit [www.Shiseido.com](http://www.Shiseido.com).

#### **About EPA's Green Power Partnership**

The Green Power Partnership is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with electricity use. The Partnership currently has more than 1,300 Partner organizations voluntarily purchasing billions of kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500® companies, small and medium sized businesses, local, state, and federal governments, and colleges and universities. For additional information, please visit <http://www.epa.gov/greenpower>.

#### **About the Green Power Leadership Awards**

The U.S. Environmental Protection Agency (EPA) co-sponsors the annual Green Power Leadership Awards in conjunction with the Center for Resource Solutions. EPA recognizes winners in the following awards categories: Green Power Partner of the Year; On-site Generation; Green Power Purchasing; Sustained Excellence in Green Power; Green Power Community of the Year; Green Power Supplier of the Year; and Innovative Green Power Program of the Year. EPA's Green Power User awards recognize the exceptional achievement among EPA Green Power Partners who distinguish themselves through green power procurement, market leadership, overall green power strategy, and overall impact on the green power market. EPA's Green Power Supplier awards recognize green power suppliers for outstanding efforts, initiatives and programs that significantly advance the development of green power sources serving the voluntary market. The Awards are held in conjunction with the Renewable Energy Markets Conference. For additional information please visit <http://www.epa.gov/greenpower/awards/>.

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