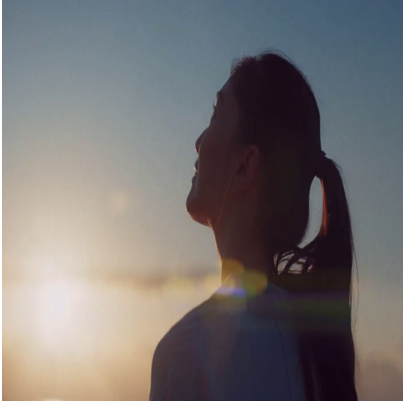




An original composition for the sustainability ad for Elixir Shiseido.

Description



Listen to this original composition made by our Tokyo office for the beauty brand Elixir Shiseido. The commercial produced by Aoi Pro and crafted by Yamamoto Masahiro begins with a nostalgic tale, in which the main character through a childhoodâ??s drawing re-connects with a natural and original beauty.

40 years since its birth, Elixir have been working to protect the global environment: now by re-using cosmetic refills in their packaging, they are reducing plastic and CO2 emissions. In addition, they have procured sustainable materials and started production in environmentally friendly factories.

The motto concludes: “The small miracle that you feel in your skin is yours. Connect with your beauty. Connect with nature’s beauty”.

Watch it here!

<https://vimeo.com/826081112/75cf67ba7a?share=copy>