

Very good morning. Distinguished guests, Ladies and ladies, and a gentleman,

It's my tremendous pleasure to have so many Dubai's beauties presenting at the today's Japanese aesthetic series, episode 2: Exclusive Skincare & make-up Workshop. I'm Consul-General of Japan, Akima UMEZAWA. I thank you very much for your active participation. This workshop is fully supported by the Japan's no.1 cosmetic and pharmaceutical company, Shiseido, headed by Mr. Mohamad Al Khalil, General Manager, Shiseido Middle-east. Shiseido is awarded as one of the top 10 cosmetics companies in the world last year.

This morning, I have two surprises I didn't expect. First I have never experienced such immediate responses to invitations to any events organized by the Consulate-General. Usually, RSVPs to the invitations were sent back to us for couples of weeks, even offering special Japanese cuisine. However, for this workshop, amazingly, only a few days were enough to book all the seats, without any announcement of Japanese foods. In Japanese old saying, we have "sweat dumpling rather than flowers". This means "foods must be attractive more than beauty." But, Dubai loves beauty much more than foods. You seem to be eating beauty instead of foods.

That's why today's participants seem to have already perfectly maintained your skincare and have already had more than enough beauty. However You want to get more beauty? You have so eagerly

desire to become more and more beautiful. It's a really healthy thing. According to a Japanese beauty clinic, only a lady who love to stick to aesthetic can enjoy inner beauty, as well as keep yourself in youthful appearance. This might be dangerous. It means when you give up seeking the beauty any more, your beauty would start to deteriorate. It's so dangerous, isn't it. You have to stick to beauty forever, and Shiseido gets money forever.

Today, you may also enjoy an experiment, so called "before" and "after". Shall we do a contest? According to another Japanese beauty clinic, a lady would never be satisfied with her beauty unless someone compliments her on her beauty. You love to hear how beautiful you are. Right? This afternoon, when you go back home or office, your family or your colleagues may praise "You look really amazing" or nothing will be happened to you. It's another dangerous. I'm concerned about the reaction of your family or colleague. I also have to carefully choose my words when I speak to my wife and my friends. Dangerous, isn't it.

Today, you will explore the secrets of Japanese beauty which incorporates traditional taste for grace. You will also experience the Japanese aesthetic concept, elegant simplicity. Further more, you will learn the wold most innovated beauty technologies. Fabulous isn't it.

Today is also another special. Very today on May 1, His Imperial Highness the Crown Prince ascended the Imperial throne, becoming

a new emperor. The new era starts from today forward. It's a very celebrating day. The new era name, "Reiwa", means "beautiful harmony". Eventually, skincare and make-up are the art of harmony beautifully coordinated with everything related to tradition, culture, nature, human and technology. You are the first of first guests in the new era, and the best of best guests under the new era name, "Reiwa", beautiful harmony. I set up the message note-book there, and would appreciate it very much if you could kindly make your beautiful celebration message to new Emperor and Empress at this occasion. Please enjoy today's beauty harmony event.