

POLA Beauty Director Receives Guinness World Record as the “Oldest Beauty Advisor”

The World's First Certification to Kikue Fukuhara of Rijyo Shop in Hiroshima

On September 18, 2019, the 90th anniversary of POLA, Kikue Fukuhara (99-years-old), Beauty Director at the shop of Rijyo, Hiroshima of POLA Inc. (Corporate headquarters: Shinagawa-ku, Tokyo; President: Yoshikazu Yokote), received a Guinness World Record certified by Guinness World Records Limited as the “Oldest beauty advisor.” The award ceremony was held at TKP Garden City Premium Hiroshima Station North Exit on October 1, 2019.

* Certified as the oldest beauty advisor who meets the two following conditions as of September 18, 2019: (1) Continuous sales activity to customers and (2) participation in the training courses and meetings.

About Kikue Fukuhara, Oldest Beauty Advisor

Name: Kikue Fukuhara

Date of birth: March 31, 1920

Affiliated shop: Rijyo Shop

Working start date at POLA: April 8, 1960

Recorded age: 99 years and 171 days

“Oldest Beauty Advisor” is a newly established category.

Ms. Fukuhara was certified for the first time as a Beauty Director active at the age of 99



The awards ceremony
(Middle: Kikue Fukuhara; right: Yoshikazu Yokote, President of POLA)

About the Beauty Directors of POLA

Beauty Directors are business partners who have a consignment sales contract with POLA. Currently, there are approximately 45,000 Beauty Directors of all ages, including teenagers, who sell beauty products and offer beauty services best suited to customers by applying makeup and providing counseling. Because POLA has been supporting many women who expect themselves “beautiful and live confidently” since 1929 when it was founded, it is confident in expanding the possibilities of their workstyle regardless of age by creating a work environment and stages where women can demonstrate their abilities, in addition to expanding the possibilities of their workstyle regardless of age.

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