

FOR IMMEDIATE RELEASE

SHUNJI MATSUO'S MAKEOVER MAGIC 2019 SUPPORTS BREAST CANCER FOUNDATION

- *Makeover Magic was founded by the late Shunji Matsuo in 2013, a long-time supporter of Breast Cancer Foundation, to encourage seniors and cancer survivors to embrace life positively.*
- *A runway show in partnership with Canon Singapore, Shiseido Professional, MDIS, and The Makeup Room will be held at the Singapore Chinese Cultural Centre on 29 October 2019.*



Singapore, 24 October 2019 - This Breast Cancer Awareness Month, **Shunji Matsuo's Makeover Magic** returns for its seventh year in support of seniors and cancer survivors by giving them glamorous makeovers for a photoshoot and runway show. Breast Cancer Foundation (BCF) is the beneficiary for this year's initiative.

Founded by the late Shunji Matsuo who passed away from pancreatic cancer, Makeover Magic was kickstarted in 2013 to celebrate the beauty of ageing by giving free makeovers to seniors. Every year, the photoshoot and runway show are held to encourage seniors and cancer survivors to embrace life positively.

Tay Tat Sin, Managing Director of Shunji Matsuo says, "Our founder Mr Shunji Matsuo had often said that he wanted to inspire others to be different and to be happy. Even though he's no longer with us, it is important for us to continue his legacy of bringing light and joy to the lives of others by paying tribute to cancer survivors through makeovers. I look forward to Makeover Magic every year."

This year, the project supports and empowers 25 seniors over the age of 60 and cancer survivors, including 7 BCF members, who will be transformed into confident, fashion-forward models through magical makeovers comprising:

- Makeup by Shiseido and The Makeup Room
- Hair by award-winning Creative Director, Lai Mei Jen and team from Shunji Matsuo Hair Studio
- Costume by MDIS School of Fashion & Design students
- Catwalk Training by Ms Universe Singapore 2011, Ms Valerie Lim & Mrs Singapore Globe 2019, Mrs Yuko Chan

“Breast Cancer Foundation is honoured to be the beneficiary of this year’s Makeover Magic, a deeply meaningful initiative started by the late Mr Shunji Matsuo. Our breast cancer warriors who took part in the photoshoot have all said that they had lots of fun and are glad they are part of the event. Our gratitude to the Shunji Matsuo team for giving the ladies an experience of a lifetime,” **Staphnie Tang, President at Breast Cancer Foundation** said.

In the lead up to the runway show, a photoshoot of six Breast Cancer Foundation models was organised to capture and showcase the fighting spirit of the survivors with the bold costumes designed by MDIS students.

The runway show, held in partnership with Canon Singapore, Shiseido Professional, MDIS and The Makeup Room, will take place on **29 October 2019, Tuesday** at the **Singapore Chinese Cultural Centre Far East Organization Auditorium, Level 9**. During the event, veteran celebrities **Jin Yinji** and **Liu Ling Ling** will join the Makeover Magic models on stage for a lineup of runway and musical performances.

“Canon Singapore is humbled to be documenting the makeover process for breast cancer survivors. Teaming up with Canon EOS World photographers, we hope to provide a lasting reminder of how strong and beautiful the survivors are,” said **Edwin Teoh, Head of Marketing, Singapore Operations, Canon Singapore**. “Pictures can freeze a moment in time and these images will serve as a beacon of hope and empowerment for others. Visitors can look forward to these stunning displays at the exhibition.”

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Makeover Magic Event Details

Date:	29th October 2019, Tuesday
Registration Time:	7pm
Venue:	Singapore Chinese Cultural Centre, Far East Organization Auditorium, Level 9
Ticket Price	\$50 (Limited slots left. Includes a goodie bag and light refreshments)
Bookings:	makeovermagic.sg@gmail.com
Contact (WhatsApp):	(+65) 9782 9168
For more photos	https://drive.google.com/open?id=1rItmSxMcZ6wHWRkE3syJAWNrg5t5qug

About BCF

Breast Cancer Foundation (BCF) is a non-profit organisation with the mission to eradicate breast cancer as a life-threatening disease. Set up in 1997, BCF is committed to raising awareness about breast cancer through talks, events and publications that advocate early detection through regular screening, as well as supporting survivors and their families through various befriending, training and wellness activities. As one of the few advocacy groups in the world with a Men's Support League that was integrated with Caregiver Support Group in year 2017, BCF aims to encourage greater male participation in society's fight against this affliction.

For more information, please visit www.bcf.org.sg. For updates on BCF's latest work and initiatives, follow BCF at @bcf.pink (Facebook) and @bcfsg (Instagram).

#BCFSG

#earlydetectionsaveslives

#breastcancerawareness

About Shunji Matsuo Hair Salon

Shunji Matsuo Hair Salon has become a salon brand synonymous with cutting edge hair technology and innovation. Shunji Matsuo group of salons incorporates Japanese-influenced international styling, perming and colouring techniques that transform the whole look and feel of dark, coarse and heavy Asian hair to achieve the body and movement that comes naturally to the Caucasian hair.

Using superior quality hair products, the salons offer a range of hair styling services including cut and blow, perming, colouring, highlighting, rebonding, hair extensions, fashion styling and a range of hair spa services which provide specialised hair and scalp treatment. The brand's success in the Singapore market place is based on Mr Shunji Matsuo's commitment to delivering high quality hair services at affordable prices. For more information visit <https://shunjimatsuo.com.sg/>

About Canon Singapore Pte. Ltd.

Canon is a global leader in photographic and digital imaging solutions. Canon Singapore Pte. Ltd. is the headquarters for South & Southeast Asia driving sales, marketing and service strategies. Besides handling the domestic market, the company covers 22 other countries and regions including subsidiaries in India, Malaysia, Thailand and Vietnam. The parent company Canon Inc. has a global network of more than 300 companies and employs close to 200,000 people worldwide. Canon is guided by its kyosei philosophy that focuses on living and working together for the common good. More information is available at <https://sg.canon>.

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