



(Translation)

May 11, 2009

Dear Sirs,

Name of the Company: Shiseido Company, Limited  
Name of the Representative: Shinzo Maeda  
President & CEO  
(Representative Director)  
(Code No. 4911; The First Section of the Tokyo Stock Exchange)  
Person to contact: Yukihiro Saito  
General Manager of Investor  
Relations Department  
(Tel: 03 - 3572 - 5111)

**Notice of Purchase by the Company of its Own Shares through  
Off-Auction Own Share Repurchase Trading (ToSTNeT-3)**

(Acquisition by the Company of its own shares in accordance with its Articles of Incorporation pursuant to Article 165, paragraph 2 of the Corporation Law of Japan)

Notice is hereby given that Shiseido Company, Limited (the "Company") has determined a specific method of the acquisition by the Company of its own shares in accordance with the resolution (on the matters concerning the acquisition by the Company of its own shares in accordance with Article 156 of the Corporation Law of Japan, applicable pursuant to Article 165, paragraph 3 of the said Law) adopted at the meeting of its Board of Directors held on April 30, 2009, as described below:

Description

1. Method of the acquisition:

At 8:45 a.m. on May 12, 2009, the Company will place a purchase order through Off-Auction Own Share Repurchase Trading of the Tokyo Stock Exchange Trading Network System (ToSTNeT-3) at ¥1,688 per share, the closing price on May 11, 2009. No other transaction system or time will be involved. The purchase order will be made only at the said transaction time.

2. Content of the acquisition:

- (1) Class of shares to be acquired: Shares of common stock of the Company  
(2) Total number of shares to be acquired: (Not exceeding) 4,000,000 shares

(Note 1) No change will be made in the number of shares to be acquired. However, market conditions and other factors may preclude the acquisition of some or all of the number of shares specified in the purchase order.

(Note 2) The specified number of shares to be acquired will be purchased on the basis of corresponding sell orders.



3. Publication of the result of the acquisition:

The result of the acquisition of the shares will be publicized after the close of the transaction time of 8:45 a.m. on May 12, 2009.

(For reference)

Details of the resolution adopted for the acquisition by the Company of its own shares (as publicized on April 30, 2009):

- Class of shares to be acquired: Shares of common stock of the Company
- Total number of shares to be acquired: (Not exceeding) 4,000,000 shares
- Aggregate acquisition prices of shares: (Not exceeding) ¥7,000,000,000
- Situation as of May 11, 2009:

Total number of shares acquired: 0 share

Aggregate acquisition prices: ¥0 million

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