



(Translation)

Public Notice on the Change of the Number of Shares Constituting One Unit

October 1, 2009

Dear Shareholders,

Shiseido Company, Limited
Shinzo Maeda
President & CEO (Representative Director)
5-5, Ginza 7-chome, Chuo-ku, Tokyo

Public notice is hereby given that Shiseido Company, Limited (the "Company"), as resolved at the meeting of its Board of Directors held on April 30, 2009, has made amendment to its Articles of Incorporation pursuant to the provision of Article 195, paragraph 1 of the Corporation Law of Japan to change the number of shares constituting one unit of shares of the Company from 1,000 shares to 100 shares as of October 1, 2009.

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(For reference)

1. The minimum trading unit of the shares of the Company on the Tokyo Stock Exchange will also be changed from 1,000 shares to 100 shares as of October 1, 2009.
2. The shareholders are not required to take any procedure in this regard.
3. Information on the change of the number of shares constituting one unit and the amendment to the Articles of Incorporation was disclosed on April 30, 2009.

With regard to the content thereof, please see the "IR News" in the "Investor Relations" on the website of the Company.