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Shelf registration number:	22- Kanto 63
Document to be filed:	Shelf Registration Statement
Filed with:	Director of Kanto Finance Bureau
Date of filing:	April 15, 2010
Name of Issuer:	Shiseido Company, Limited
Name and title of Representative:	Shinzo Maeda President & CEO (Representative Director)
Place at which the head office is located:	5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan
Telephone number:	03 (3572) 5111
Administrative person to contact:	Akira Mochizuki Deputy General Manager, Financial Department
Nearest contact address:	6-2, Higashi-Shimbashi 1-chome, Minato-ku, Tokyo, Japan
Telephone number:	03 (6218) 5490
Type of securities to be offered for subscription subject to Shelf Registration:	Bonds
Scheduled period during which the bonds may be issued:	From the effective date of the Shelf Registration under this Shelf Registration Statement (April 23, 2010) through the date on which 2 years will elapse thereafter (April 22, 2012).
Scheduled aggregate amount of the issue:	120,000 million yen
Items regarding stabilizing transactions:	Not applicable
Place at which this Shelf Registration Statement is made available for public inspection:	Tokyo Stock Exchange, Inc. (2-1, Nihombashi Kabutocho, Chuo-ku, Tokyo, Japan)



PART I. INFORMATION PERTAINING TO SECURITIES

I. Terms and Conditions of Offering of Bonds for Subscription:

The terms and conditions and methods of offering of bonds for subscription, other than as described below, will be described in an "Amendment to the Shelf Registration Statement" or a "Supplemental Document to the Shelf Registration Statement" at each time when the relevant bonds are offered for subscription.

1. Newly Issued Bonds:

Undecided

2. Underwriting of Bonds and Commission of Management of Bonds:

Undecided

3. Use of proceeds from the New Issue:

(1) Amount of proceeds from the new issue

Undecided

(2) Use of proceeds

The net proceeds from the new issuance of bonds will be used for operating funds, plant and equipment funds, bond redemption funds, loan repayment funds and investment and loan funds.

II. Terms and Conditions of Offering of Bonds for Sale:

Not applicable

III. Other Matters to be Described:

Not applicable



PART II. REFERENCE INFORMATION

I. Reference Documents:

With regard to the outline of the company, outline of business and other matters listed in Article 5, paragraph 1, item 2 of the Financial Instruments and Exchange Law of Japan, please refer to the following documents:

1. Annual Securities Report and its Accompanying Documents:

Filed with the Director of Kanto Finance Bureau on June 24, 2009 for the 109th fiscal year (from April 1, 2008 to March 31, 2009)

2. Quarterly Report or Semiannual Report:

Filed with the Director of Kanto Finance Bureau on August 7, 2009 for the first quarter of the 110th fiscal year (from April 1, 2009 to June 30, 2009)

3. Quarterly Report or Semiannual Report:

Filed with the Director of Kanto Finance Bureau on November 13, 2009 for the second quarter of the 110th fiscal year (from July 1, 2009 to September 30, 2009)

4. Quarterly Report or Semiannual Report:

Filed with the Director of Kanto Finance Bureau on February 12, 2010 for the third quarter of the 110th fiscal year (from October 1, 2009 to December 31, 2009)

5. Extraordinary Report:

For the period from the filing of the Annual Securities Report listed in paragraph 1 above to the date of the filing of this Shelf Registration Statement (April 15, 2010), an Extraordinary Report was filed with the Director of Kanto Finance Bureau as provided for in Article 24-5, paragraph 4 of the Financial Instruments and Exchange Law of Japan and Article 19, paragraph 2, item 2-2 of the Ordinance of the Cabinet Office Concerning Disclosure of Corporate Information, Etc. on July 30, 2009.

6. Extraordinary Report:

For the period from the filing of the Annual Securities Report listed in paragraph 1 above to the date of the filing of this Shelf Registration Statement (April 15, 2010), an Extraordinary Report was filed with the Director of Kanto Finance Bureau as provided for in Article 24-5, paragraph 4 of the Financial Instruments and Exchange Law of Japan and Article 19, paragraph 2, item 2-2 of the Ordinance of the Cabinet Office Concerning Disclosure of Corporate Information, Etc. on July 30, 2009.

7. Extraordinary Report:

For the period from the filing of the Annual Securities Report listed in paragraph 1



above to the date of the filing of this Shelf Registration Statement (April 15, 2010), an Extraordinary Report was filed with the Director of Kanto Finance Bureau as provided for in Article 24-5, paragraph 4 of the Financial Instruments and Exchange Law of Japan and Article 19, paragraph 2, item 3 of the Ordinance of the Cabinet Office Concerning Disclosure of Corporate Information, Etc. on April 9, 2010.

8. Amendment Report:

An Amendment Report (Amendment to the Extraordinary Report listed in paragraph 5 above) was filed with the Director of Kanto Finance Bureau on August 31, 2009.

9. Amendment Report:

An Amendment Report (Amendment to the Extraordinary Report listed in paragraph 6 above) was filed with the Director of Kanto Finance Bureau on August 31, 2009.

II. Supplemental Information to Reference Documents:

With regard to the "business and other risks" described in the Annual Securities Report and the Quarterly Reports (hereinafter referred to as the "Securities Reports, Etc.") listed above as reference documents, no change or other event has occurred for the period from each date of the filing of the Securities Report, Etc. to the date of the filing of this Shelf Registration Statement (April 15, 2010).

In the Securities Report, Etc., matters about the future are stated. No change has been made in our judgment about such matters nor is any new matter about the future to be stated as of the date of the filing of this Shelf Registration Statement (April 15, 2010). The matters about the future involve risks, uncertainties and other factors, which may cause our actual results and achievements to differ from the forecasts stated in the Securities Report, Etc.

III. Places at which these Reference Documents are Made Available for Public Inspection:

Shiseido Company, Limited, Head Office
5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan

Tokyo Stock Exchange, Inc.
2-1, Nihombashi Kabutocho, Chuo-ku, Tokyo, Japan

PART III. INFORMATION ON GUARANTORS, ETC.

Not applicable



DOCUMENT CERTIFYING ELIBIGILITY FOR USING "REFERENCE METHOD"

Name of Issuer: Shiseido Company, Limited

Name and title of Representative: Shinzo Maeda
President & CEO
(Representative Director)

1. The Company has submitted its Securities Report for one (1) year on a continuing basis.
2. The Company's issued shares are listed on the Tokyo Stock Exchange.
3. The average aggregate market value of the Company's listed issued shares for three years exceeds ¥25,000 million.

¥833,666 million

(For reference)

(Aggregate market value of the Company's listed issued shares as of March 31, 2008)

Closing price on the Tokyo Stock Exchange:	Total number of common shares issued and outstanding:
¥2,635	410,000,000 shares
x	=
	¥1,080,350 million

(Aggregate market value of the Company's listed issued shares as of March 31, 2009)

Closing price on the Tokyo Stock Exchange:	Total number of common shares issued and outstanding:
¥1,435	410,000,000 shares
x	=
	¥588,350 million

(Aggregate market value of the Company's listed issued shares as of March 31, 2010)

Closing price on the Tokyo Stock Exchange:	Total number of common shares issued and outstanding:
¥2,030	410,000,000 shares
x	=
	¥832,300 million



Outline of Business and Changes of Main Financial Data

1. Outline of business:

The Shiseido Group, which consists of Shiseido Company, Limited (the "Company"), 86 subsidiaries (82 consolidated subsidiaries and four non-equity method non-consolidated subsidiaries) and 17 affiliates (three equity method affiliates and 14 non-equity method affiliates) (as of December 31, 2009), are mainly engaged in production and sale of cosmetics, cosmetic accessories, toiletries, beauty salon products, health & beauty foods and over-the-counter drugs, as well as research and development related to its business activities and other services.



2. Changes of main financial data:

(1) Consolidated financial data:

Month of Settlement of Accounts	March 2005	March 2006	March 2007	March 2008	March 2009
Net Sales (¥ million)	639,828	670,957	694,594	723,484	690,256
Operating Income (¥ million)	-	-	-	63,465	49,914
Ordinary Income (¥ million)	30,574	42,161	53,465	65,088	52,061
Net Income (Loss) (¥ million)	(8,856)	14,435	25,293	35,459	19,373
Net Assets (¥ million)	359,003	373,899	403,796	399,738	351,951
Total Assets (¥ million)	701,094	671,841	739,832	675,864	606,568
Net Assets per Share (¥)	866.46	906.11	940.79	946.22	839.89
Net Income (Loss) per Share (¥)	(21.50)	34.42	60.89	86.05	48.04
Fully Diluted Net Income per Share (¥)	-	34.37	60.71	85.74	47.96
Operating Profitability (%)	-	-	-	8.8	7.2
Equity Ratio (%)	51.2	55.7	52.5	56.6	55.6
Return on Equity (%)	(2.4)	3.9	6.6	9.2	5.4
Price-Earnings Ratio (times)	-	63.6	39.3	30.6	29.9
Cash Flows from Operating Activities (¥ million)	52,433	21,812	69,431	75,307	42,767
Cash Flows from Investing Activities (¥ million)	(24,900)	(12,640)	(18,482)	(5,802)	(28,157)
Cash Flows from Financing Activities (¥ million)	17,421	(29,959)	1,836	(95,882)	(32,283)
Cash and Cash Equivalents at End of Year (¥ million)	108,280	89,014	145,259	120,393	91,857
Number of Employees [plus, Average Number of Temporary Employees] (person)	24,184 [12,044]	25,781 [12,274]	27,460 [12,177]	28,793 [11,213]	28,810 [11,274]

(Notes) 1. Net sales do not include consumption taxes, etc.

2. Fully diluted net income per share for the year ended March 31, 2005 was not entered since net loss was accounted for.

3. The price-earnings ratio for the year ended March 31, 2005 was not entered since net loss was accounted for.



4. Effective from the year ended March 31, 2007, the Company applied the "Accounting Standard for Presentation of Net Assets in the Balance Sheet" (the Accounting Standards Board of Japan ("ASBJ") Statement No.5) and the "Implementation Guidance on Accounting Standard for Presentation of Net Assets in the Balance Sheet" (ASBJ Guidance No.8) to calculate net assets.
5. As operating income and operating profitability were determined to be entered as from the year ended March 31, 2008, those not publicized for the prior business years are not entered.

(2) Financial data of the Company:

Month of Settlement of Accounts	March 2005	March 2006	March 2007	March 2008	March 2009
Net Sales (¥ million)	243,032	252,663	282,091	273,158	264,511
Ordinary Income (¥ million)	17,419	18,801	28,891	31,031	26,564
Net Income (¥ million)	746	8,186	16,749	23,819	16,294
Common Stock (¥ million)	64,506	64,506	64,506	64,506	64,506
Common Shares Issued and Outstanding(thousand shares)	424,562	424,562	424,562	410,000	410,000
Net Assets (¥ million)	371,598	375,638	375,317	355,244	343,724
Total Assets (¥ million)	540,267	536,833	559,407	491,009	481,137
Net Assets per Share (¥)	896.87	910.44	909.00	878.49	855.44
Cash Dividends per Share (Interim Dividend per Share) (¥)	24.00 (11.00)	30.00 (15.00)	32.00 (16.00)	34.00 (17.00)	50.00 (25.00)
Net Income per Share (¥)	1.78	19.53	40.60	58.42	40.41
Fully Diluted Net Income per Share (¥)	1.77	19.50	40.48	58.21	40.34
Equity Ratio (%)	68.8	70.0	67.1	72.3	71.4
Return on Equity (%)	0.2	2.2	4.5	6.5	4.7
Price-Earnings Ratio (times)	794.9	112.1	59.0	45.1	35.5
Payout Ratio (%)	1,348.3	153.6	78.8	58.2	123.7
Number of Employees [plus, Average Number of Temporary Employees] (person)	3,180 [1,389]	3,227 [1,318]	3,344 [1,426]	3,497 [1,616]	3,500 [1,780]

(Notes) 1. Net sales do not include consumption taxes, etc.

2. Effective from the year ended March 31, 2007, the Company applied the "Accounting Standard for Presentation of Net Assets in the Balance Sheet" (the Accounting Standards Board of Japan ("ASBJ") Statement No.5) and the "Implementation Guidance on Accounting Standard for Presentation of Net Assets in the Balance Sheet" (ASBJ Guidance No.8) to calculate net assets.