

November 9, 2005

**Shiseido Donates Funds for Establishing
New Incorporated Medical Foundation**
~Medical foundation aimed at providing support for user-oriented medical
treatment in the cosmetic dermatology field~

Shiseido has donated funds totaling ¥170 million for creating an incorporated medical foundation as well as agreed to the establishment of a dermatology clinic by Honorary Professor Yasumasa Ishibashi of Tokyo University's Department of Dermatology, who has been advising Shiseido in the cosmetic research field for some time.

After receiving authorization from the Tokyo Metropolitan Government on August 12, 2005, Camellia Club Medical Foundation Incorporated established the Minami Aoyama Dermatology Skin Navi Clinic as a means of realizing its founding principle aimed at providing user-oriented medical care and improving the quality of life of users.

While striving to improve patients' quality of life, Minami Aoyama Dermatology Skin Navi Clinic will also aim to become a cosmetic dermatology clinic for the new era, in which it will focus on patients' privacy and providing a relaxing space along with actively disclosing medical treatment procedures in order to gain reliability and trust. Two types of medical treatments will be available. These entail health care services provided by health insurance that contribute to community medicine through treating skin disorders in addition to self-paid medical treatment, in which non-surgical cosmetic dermatology treatments will be carried out in private rooms according to a completely reservation-based system. Health care services provided by health insurance will commence from November 12, 2005, followed by medical treatment at one's own expense as of December 26, 2005.

Shiseido's donation serves as part of its CSR activities in further seeking to respond to customers' beauty needs, and is also connected to the desire to develop even better products and beauty software in the future through pursuing the exchange of detailed information with treatment facilities.

(Reference) Outline of Minami Aoyama Dermatology Skin Navi Clinic

Official name	Minami Aoyama Dermatology Skin Navi Clinic
Foundation	Camellia Club Medical Foundation Incorporated (Dr. Yasumasa Ishibashi, Administrative Director)
Location	Ruelle Aoyama C Wing, 2nd Floor, 4-21-26, Minami-Aoyama, Minato-ku, Tokyo

Clinic Director	Dr. Eiko Hattori (Graduated from Tokyo Women's Medical University specializing in Dermatology; member of Japanese Dermatological Association)
Management Principle	Contribute to improving patients' quality of life through enhancing the treatment of skin disorders in terms of quality and providing sufficient aftercare following treatment.
Treatment	<ol style="list-style-type: none"> 1. Health insurance treatment: Treatment of skin disorders 2. Self-paid treatment: Chemical peeling, iontophoresis, laser hair removal, spot removal, etc.
Hours of operation	<p>Weekdays: 11:00~14:00, 16:00~20:00</p> <p>Saturdays: 10:00~14:00, 16:00~19:00</p> <p>Closed on Thursdays, Sundays, national holidays and year-end and New Year holidays</p>
Contact and inquiries	Tel. 03-5770-6240 (from November 12, 2005)