

(Translation)

September 6, 2007

**Notice of Purchase by the Company of its Own Shares through ToSTNet-2**

(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 Article 156 of the Corporation Law of Japan, applicable pursuant to Article 165, paragraph 3 of the said Law, as described below:

Description

1. Method of acquisition:

At 8:45 a.m. on September 7, 2007, the Company will place a purchase order through ToSTNeT-2 (Tokyo Stock Exchange Trading Network System) (closing price transaction) at ¥2,445 per share, the closing price on September 6, 2007. No other transaction system or time will be involved. The purchase order will be made only at the said transaction time.

2. Contents 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: 10,000,000 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 September 7, 2007.

(For reference)

Details of the resolution adopted for the acquisition by the Company of its own shares (as publicized on August 31, 2007):

- Class of shares to be acquired: Shares of common stock of the Company
- Total number of shares to be acquired: (Not exceeding) 10,000,000 shares
- Aggregate acquisition prices of shares: (Not exceeding) ¥25,000,000,000
- Acquisition period: September 1, 2007 through September 14, 2007

- END -