

(Translation)

September 7, 2007

Notice of the Result of Acquisition by the Company of its Own Shares through ToSTNet-2

Notice is hereby given that with regard to the acquisition by Shiseido Company, Limited (the "Company") of its own shares as notified on September 6, 2007, the Company carried out a procedure therefor today, as described below.

Simultaneously, notice is hereby given that the acquisition by the Company of its own shares pursuant to the resolution adopted at the meeting of its Board of Directors held on August 31, 2007 has completed as a result of the transaction described herein.

Description

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| 1. | Reason for the acquisition: | To allow management to carry out fiscal policies with agility and distribute profits to its shareholders, in response to changing business conditions |
| 2. | Class of shares acquired: | Shares of common stock of the Company |
| 3. | Total number of shares acquired: | 10,000,000 shares |
| 4. | Acquisition price: | ¥2,445 per share |
| 5. | Aggregate acquisition prices of shares: | ¥24,450,000,000 |
| 6. | Acquisition date: | September 7, 2007 |
| 7. | Method of acquisition: | Purchase order placed through ToSTNeT-2 (Tokyo Stock Exchange Trading Network System) (closing price transaction) |

(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 the shares: (Not exceeding) ¥25,000,000,000
- Acquisition period: September 1, 2007 through September 14, 2007

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