

(Translation)

October 25, 2007

Notice of Cancellation by the Company of its Own Shares

Notice is hereby given that Shiseido Company, Limited (the "Company"), at the meeting of its Board of Directors held on October 25, 2007, adopted a resolution to cancel its own shares pursuant to Article 178 of the Corporation Law of Japan, as described below:

	Description
1. Shares to be cancelled:	Shares of common stock of the Company
2. Number of shares to be cancelled:	14,562,353 shares (3.42% of the total number of issued shares before the cancellation)
3. Scheduled date of cancellation:	November 7, 2007

(For reference)

Total number of issued shares of the Company after the cancellation will be 410,000,000 shares.

- END -