

Shiseido Americas Completes Acquisition of Gurwitch Products

Welcomes Iconic Laura Mercier Brand and Luxury Skincare Line RéVive to Shiseido's Global Portfolio

Significantly Strengthens Shiseido's Presence in the Fast-growing Prestige Makeup Market

New York, NY – July 12, 2016 – Shiseido Americas Corporation (“Shiseido Americas”), a subsidiary of Shiseido Company, Limited (Tokyo Stock Exchange, First Section: 4911), a leading global cosmetics company, today announced it has completed its acquisition of Gurwitch Products, LLC (“Gurwitch”), a marketer of global cosmetics and skincare brands, from Alticor Inc. As a result of the transaction, Shiseido Americas has acquired Gurwitch’s portfolio of leading prestige brands: **Laura Mercier®**, a global brand of prestige color cosmetics, and skincare products, and luxury skincare brand **RéVive®**.

“Today marks an exciting milestone for Shiseido, both globally and here in the Americas region, and we couldn’t be more excited to welcome these iconic and visionary brands into the Shiseido family,” said Marc Rey, President and Chief Executive Officer of Shiseido Americas. “Laura Mercier and RéVive are highly complementary to Shiseido’s portfolio of prestige brands, and we see significant opportunity to further strengthen our combined position in the fast-growing prestige makeup market and around the world. We have recently built terrific competencies in the Americas with our global Centers of Excellence for Makeup and Digital, as well as our Americas Innovation Center. Together, all of our brands will benefit from even greater innovation fueled by Shiseido’s unique scale, shared resources platform and global footprint.”

In addition to Laura Mercier and RéVive, Shiseido America’s leading portfolio of prestige makeup brands includes bareMinerals, Buxom, NARS, Clé de Peau Beauté and Shiseido.