

Notice and Apology Regarding Voluntary Recall of Body Wash Products

Shiseido Company, Limited (“Shiseido”) found out that some of its body wash products had uncharacteristic odor, specifically those produced at Kuki Factory between January and July of 2017. We have concluded that the quality of these products does not match the expectations of our consumers, and therefore have decided to voluntarily recall the affected products. The issue was caused by an inadequate management system during the mentioned period and resulted in failure to meet the criteria specified in internal regulations. The products do not present any safety issue, and their cleaning effect is unimpaired.

We deeply apologize for any inconvenience and concerns this may cause our consumers and business partners.

Shiseido will carry out a thorough internal investigation of the cause and radically review the internal systems to prevent any reoccurrence, placing further emphasis on quality control of our products. We hope for your understanding and cooperation regarding this matter.

Announcement about the recall will be published on Shiseido Group website, Shiseido total beauty website “watashi+”, and corporate SNS accounts, as well as morning newspapers across Japan on Saturday, July 22, 2017.

1. Products subject to recall and recall process (total: 23 products)

Retail products marketed in Japan and globally (total: 16 products)

| Names of products subject to recall | Target markets | |
|--|----------------|------------------|
| | Japan | Other than Japan |
| KUYURA BODY CARE SOAP H JB | ● | |
| KUYURA BODY CARE SOAP H (REFILL) | ● | |
| KUYURA BODY CARE SOAP YJB | ● | |
| KUYURA BODY CARE SOAP Y JB (international specification) | | ● |
| KUYURA BODY CARE SOAP Y (REFILL) | ● | ● |
| KUYURA BODY CARE SOAP K JB (international specification) | | ● |
| KUYURA BODY CARE SOAP S JB (international specification) | | ● |
| SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N | ● | ● |
| SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N (REFILL) | ● | ● |
| SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N | ● | ● |
| SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N (REFILL) | ● | ● |
| ROSARIUM ROSE BODY SOAP RX | ● | |
| BENEFIQUE BODY SHAMPOO FORMING | ● | |
| BENEFIQUE BODY SHAMPOO FORMING (REFILL) | ● | |
| AUSLESE TROCKEN BODY SOAP | ● | |
| AG DEO24 MEN'S OFFICE DEO BODY SOAP N (REFILL) | ● | |

If you purchased or received any of the above products with batch codes listed in the Attachment, please contact our recall hotline (see below) to arrange for a return of the product and a refund.

*Markets other than Japan: KUYURA: China; SENKA: Hong Kong, Taiwan, South Korea.

Amenity products listed below are being replaced in cooperation with our business partners.

Amenity products handled by Shiseido Amenity Goods Co., Ltd. (total: 7 products)

AMENITY BODY SOAP S

AMENITY BODY SOAP S AK

THE AMENITY AROMA BODY SOAP 10 L

THE AMENITY AROMA BODY SOAP 30 ML

THE AMENITY AROMA BODY SOAP 30 ML (WITH STICKER)

SHISEIDO SAVON D'OR BODY SOAP

MA CHERIE BODY SHAMPOO N SMOOTH

2. Contact information

We will start accepting Internet inquiries from 15:00 (JST) Friday, July 21, and inquiries by phone from 09:00 (JST) Saturday, July 22.

Shiseido Company, Limited Hotline for body wash products recall

Toll-free number (international charges may apply): +81-120-203-354

Operating hours: Jul 22 (Sat) – Aug 4 (Fri): 9:00 – 21:00 (including Saturdays and Sundays)

After Aug 7 (Mon): 9:00 – 17:00 (except Saturdays, Sundays and National Holidays)

Internet inquiries (PCs, smartphones, etc.): 24 hours a day

<http://www.shiseido.co.jp/announcement/201707/>

For inquiries on this press release, please contact Shiseido PR Department.

TEL: +81-3-6218-5200 (direct)

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Attachment

Batch codes of products subject to recall

- ◆ Batch codes are printed on the bottom of bottled products and in the right-lower corner at the back of refill products. (E.g.: In case of 7066AD, the four underlined digits stand for the batch code.)
- ◆ Products with international specifications are sold only outside of Japan.
- ◆ Seven amenity products handled by Shiseido Amenity Goods Co., Ltd. are not listed.

| Names of products subject to recall (total: 16 products) | Batch codes |
|--|-------------|
| KUYURA BODY CARE SOAP H JB | 7060—7188 |
| KUYURA BODY CARE SOAP H (REFILL) | 7111 |
| KUYURA BODY CARE SOAP Y JB | 7054—7129 |
| KUYURA BODY CARE SOAP Y JB (international specification) | 7026—7178 |
| KUYURA BODY CARE SOAP Y (REFILL) | 7025—7047 |
| KUYURA BODY CARE SOAP K JB (international specification) | 7020—7194 |
| KUYURA BODY CARE SOAP S JB (international specification) | 7023—7177 |
| SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N | 7076—7152 |
| SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N (REFILL) | 7065—7160 |
| SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N | 7058—7144 |
| SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N (REFILL) | 7040—7158 |
| ROSARIUM ROSE BODY SOAP RX | 7052—7111 |
| BENEFIQUE BODY SHAMPOO FORMING | 7053—7131 |
| BENEFIQUE BODY SHAMPOO FORMING (REFILL) | 7111, 7170 |
| AUSLESE TROCKEN BODY SOAP | 7066—7076 |
| AG DEO24 MEN'S OFFICE DEO BODY SOAP N (REFILL) | 7046, 7047 |