

[Reference]

March 25, 2011  
Shiseido Co., Ltd.

## **Shiseido's Second Donation of Relief Supplies for the Areas affected by the Earthquake in East Japan**

Shiseido Co., Ltd. extends its heartfelt sympathy and deepest condolences to the people affected by the earthquakes and tsunami that struck the east coast of Japan on Friday, March 11 (Japan time). We are praying for the earliest possible recovery of all those affected.

Shiseido Co., Ltd. has decided to make further donations to assist people living in the disaster-stricken areas. As our second donation of relief supplies, arrangements have been made to deliver the following products to the Headquarters for Emergency Disaster Response in Iwate, Miyagi, and Fukushima prefectures. Following on from our first donation, we dispatched everyday essentials, which are desperately needed in the affected regions.

### **1. Second Donation of Relief Supplies**

Category	Volume	Products list
Facial cleanser and Body sheet	91,000	uno Face Cleanser Sheet, uno Body Sheet, and Ag+ Clear Shower Sheet
Hand Cream	10,000	Medicated Moisturizing Hand Cream(Tube)
Mask	40,000	Items stocked in-house

In addition to the products listed above, we have decided to contribute an additional 10,000 bottles of "Dry Shampoo" to the relief effort based on a request from the Japanese Ministry of Economy, Trade and Industry.

### **2. First Donation of Relief Supplies**

(1) Monetary donation (JPY 100,000,000)

On Wednesday, March 16, we entrusted Japan Platform, a non-profit humanitarian aid organization, with the task of deploying our monetary donation.

(2) Donation of Shiseido products

Arrangements have been made to deliver the following products to disaster response units in the abovementioned prefectures.

Category	Volume	Products list
Dry Shampoo	10,000	*FRETTY Dry Shampoo that can be used to keep the hair and scalp clean without rinsing off with water
Hand Soap	10,000	Medicated Liquid Hand Soap
Quick-drying disinfectant for hands	20,000	Speedes (Large) and (Small)

### **3 Other**

In addition to the initiatives outlined above, Shiseido is also collecting voluntary donations from its current and former employees through the Shiseido Social Contribution Club Hanatsubaki Fund, which was set up by the Company to support its social contribution activities. Shiseido's overseas affiliates have also voiced their desire to contribute, and are making donations to the Red Cross organizations in their respective countries. We are also encouraging our employees to take part in volunteer efforts in the affected regions through various measures such as by extending the number of Social Studies Days\* from three days to seven.

\*Social Studies Days: A personnel development system at Shiseido that allows employees to participate in social contribution activities instead of coming to work for up to three days a year.

We will continue to monitor the situation and make further contributions as and when required.

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