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February 6, 2009

Proposed Changes Among Shiseido's Executives

Shiseido Co., Ltd. announces the following unofficial appointments of its Directors and Corporate Auditors. These appointments will become official upon a resolution subsequently to be made at the Board of Directors Meeting and Auditors Meeting following the Ordinary General Meeting of Shareholders and General Meeting of Shareholders scheduled for the end of June 2009.

1) Directors

Name	Subsequent to General Meeting of Shareholders at the end of June	Former Title
Shinzo Maeda	Representative Director: President & CEO	Representative Director: President & CEO
Kimie Iwata	Representative Director: Vice President	Representative Director: Vice President
Yasuhiko Harada	Director: Corporate Senior Executive Officer	Director: Corporate Senior Executive Officer
Toshimitsu Kobayashi	Director: Corporate Senior Executive Officer	Director: Corporate Senior Executive Officer
Masaaki Komatsu	Director: Corporate Senior Executive Officer	Director: Corporate Executive Officer
Carsten Fischer	Director: Corporate Executive Officer	Director: Corporate Executive Officer
Hisayuki Suekawa*	Director: Corporate Officer	Corporate Officer
Tatsuomi Takamori*	Director: Corporate Officer	Corporate Officer
Shoichiro Iwata	External Director	External Director
Tatsuo Uemura	External Director	External Director

Note: *New Directors

At Shiseido's Board of Directors Meeting, Mr. Shinzo Maeda has been unofficially reappointed as President & CEO based on the guidance of the Nomination Advisory Committee chaired by an external auditor. Shiseido stipulates the limit of the term of service of corporate officers under the same title and position to be "four years, in principle, along with an extension of two years" as per internal regulations of executive officers. The term of service of Mr. Maeda as President & CEO will be four years as of the Ordinary General Meeting of Shareholders scheduled to be held at the end of June 2009; based on the relevant internal regulations, however, the term of service would be extended in accordance with the resolution made at the Board of Directors Meeting.

Additionally, Corporate Executive Officer Masaaki Komatsu will be promoted to Corporate Senior Executive Officer as of April 1, 2009. Furthermore, decisions regarding changes of Corporate Officers who do not hold the concurrent post of Director as well as the duties of Corporate Officers after April 1 will be disclosed at a later date.

2) Corporate Auditors

Name	Subsequent to General Meeting of Shareholders at the end of June	Former Title
Kiyoharu Ikoma	Corporate Auditor	Corporate Auditor
Kazuko Ohya	Corporate Auditor	Corporate Auditor
Akio Harada*	External Corporate Auditor	External Corporate Auditor
Reiko Kuroda	External Corporate Auditor	External Corporate Auditor
Nobuo Otsuka	External Corporate Auditor	External Corporate Auditor

Note: * Reappointed as auditor

The term of External Corporate Auditor Akio Harada will end as of the date of the Ordinary General Meeting of Shareholders scheduled for the end of June 2009; however, reappointment has been unofficially made at the Board of Directors Meeting based on the approval at the Auditors Meeting.

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