



(Translation)

April 28, 2010

Dear Sirs,

Name of the Company: Shiseido Company, Limited
Name of the Representative: Shinzo Maeda
President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Inquiries shall be directed to: Yukihiro Saito
Head of Investor Relations
Department
(Tel: 03 - 3572 - 5111)

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 April 28, 2010, 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:	10,000,000 shares (2.43% of the total number of issued shares before the cancellation)
3. Scheduled dates of cancellation:	May 21, 2010

(Reference)

Total number of issued shares of the Company after the cancellation will be 400,000,000 shares.

-End of News Release-