



June 16, 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)
Further inquiries: Yukihiro Saito
General Manager of Investor
Relations Department
(Tel: 03 - 3572 - 5111)

Notice of Issuance of Shiseido Company, Limited 6th Unsecured Bonds

Notice is hereby given that Shiseido Company, Limited has determined to issue the 6th Unsecured Bonds (ranking pari passu solely with other bonds), as described below:

	Description
1. Name of issue:	Shiseido Company, Limited 6th Unsecured Bonds (ranking pari passu solely with other bonds)
2. Total issue amount:	¥40 billion
3. Amount of each Bond:	¥100 million
4. Application of the Law Concerning Transfers of Bonds, Etc.:	All of the Bonds shall be governed by the "Law Concerning Transfers of Bonds, Shares, Etc." of Japan.
5. Interest rate:	0.547% per annum
6. Payment amount:	¥100 per ¥100 in face value of each Bond
7. Redemption amount:	¥100 per ¥100 in face value of each Bond
8. Maturity:	5 years

9. Redemption date: June 22, 2015
10. Interest payment date: June 22 and December 22 of each year
11. Application period: June 16, 2010
12. Payment date: June 22, 2010
13. Offering method: Public offering
14. Collateral/guarantee: No mortgage or guarantee is created for the Bonds or no specific asset is reserved for the Bonds.
15. Financial covenants: A clause of negative pledge is added.
16. Ratings: A1 (Moody's Investors Service Inc.)
A (Standard & Poor's Ratings Services)
17. Underwriters: Syndicate of underwriters with Daiwa Securities Capital Markets Co. Ltd. acting as Lead Manager
18. Fiscal, issuing and paying agent: Mizuho Bank, Ltd.
19. Depository: Japan Securities Depository Center, Inc.
20. Use of proceeds: To be appropriated for funds for repayment of debt.

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