



(Translation)

[COVER]

Document to be filed:	Amendment to the Shelf Registration Statement
Filed with:	Director of Kanto Finance Bureau
Date of filing:	November 12, 2010
Name of Issuer:	Shiseido Company, Limited
Name and title of Representative:	Shinzo Maeda President & CEO (Representative Director)
Place at which the head office is located:	5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan
Telephone number:	03 (3572) 5111 (key)
Administrative person to contact:	Akira Mochizuki Deputy General Manager, Financial Department
Nearest contact address:	6-2, Higashi-Shimbashi 1-chome, Minato-ku, Tokyo, Japan
Telephone number:	03 (6218) 5490
Administrative person to contact:	Akira Mochizuki Deputy General Manager, Financial Department
Type of securities to be offered for subscription subject to Shelf Registration:	Bonds
Date of filing of Shelf Registration Statement:	April 15, 2010
Effective date of Shelf Registration Statement:	April 23, 2010
Date of expiration of Shelf Registration Statement:	April 22, 2012
Shelf registration number:	22- Kanto 63
Scheduled aggregate amount of the issue or upper limit on the aggregate outstanding amount of the issue:	120,000 million yen
Aggregate available amount for the issue:	80,000 million yen (80,000 million yen) Note: The aggregate available amount for the issue is calculated based on the total of the aggregate amount of the printed bonds or the aggregate amount of the book-entry bonds (the amount in the parentheses shows the aggregate amount of the issue price).
Period of suspension of the effect:	The period of suspension of the effect of the Shelf Registration due to the filing of this Amendment to the Shelf Registration Statement will be November 12, 2010 (the date of filing).
Reason for the filing:	The Issuer filed its quarterly report (for the second quarter of the 111th fiscal year from July 1, 2010 through September 30, 2010) with the Director of Kanto Finance Bureau on November 12, 2010. Accordingly, the quarterly report will be a reference document for the Shelf Registration Statement filed as of April 15, 2010.
Place for public inspection:	Tokyo Stock Exchange, Inc. (2-1, Nihombashi Kabutocho, Chuo-ku, Tokyo, Japan)



[Content of the amendment]

The content of the amendment is as described in the "reason for the filing" on the cover hereof.