



(Translation)

[COVER]

Document to be filed:	Extraordinary Report
Filed with:	Director of Kanto Finance Bureau
Date of filing:	January 14 , 2011
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:	+81-3-3572-5111
Administrative person to contact:	Akihiro Fukuda Senior Manager, Financial Department
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Administrative person to contact:	Akihiro Fukuda Senior Manager, Financial Department
Place at which this Extraordinary Report is made available for public inspection:	Tokyo Stock Exchange, Inc. (2-1, Nihombashi Kabutocho, Chuo-ku, Tokyo, Japan)

1. [Reason for the filing]

Shiseido Co., Ltd. has held a special Board of Directors Meeting on January 12, 2011 to pass a resolution about change of representative director. Hence, Shiseido Co., Ltd. hereby files this Extraordinary Report pursuant to Article 24-5, paragraph 4 of the Financial Instruments and Exchange Law of Japan and Article 19, paragraph 2, item 9 of the Ordinance of the Cabinet Office Concerning Disclosure of Corporate Information, etc.

2. [Content of the Report]

(1) Name, Date of Birth, Title and The number of shares of Shiseido owned by New Representative Director

Name (Date of Birth)	New Title	Old Title	The number of shares of Shiseido owned (As of January 14)
Hisayuki Suekawa (March 17,1959)	Representative Director, President & CEO	Corporate Executive Officer (Director) and General Manager of Business Planning Department	7,100

(2) The date to be appointed

On April 1, 2011

(3) Career summary of New Representative Director

Apr. 1982: Joined Shiseido Co., Ltd.

Feb. 2007: General Manager of Cosmetics Business Planning Department, Domestic Cosmetics Business Division

Apr. 2008: Corporate Officer and General Manager of Corporate Planning Department

Jun. 2009: Corporate Officer (Director) and General Manager of Corporate Planning Department

Apr. 2010: Corporate Executive Officer (Director) and General Manager of Business Planning Department (incumbent)

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