June 30, 2005

Notice of Purchase by the Company of its Own Shares and
Purchase Order therefor through ToSTNet-2

Notice is hereby given that Shiseido Company, Limited (the "Company"), at the meeting of its Board of Directors held on June 30, 2005, adopted a resolution for the purchase by the Company of its own shares pursuant to Article 211-3, paragraph 1, item 2 of the Commercial Code of Japan and for a specific method of acquisition thereof, as described below:

Description

1.   Reason for the acquisition by the Company of its own shares:

The Company desires to improve its capital efficiencies and facilitate the distribution of profits to the shareholders.

2.   Method of acquisition:

At 8:45 a.m. on July 1, 2005, the Company will place a purchase order through ToSTNeT-2 (Tokyo Stock Exchange Trading Network System) (closing price transaction) at ¥1,400 per share, the closing price on June 30, 2005.   No other transaction system or time will be involved.   The purchase order will be made only at the said transaction time.

3.   Details of the acquisition:

(1)   Class of shares to be acquired: Shares of common stock of the Company

(2)   Total number of shares to be acquired: 2,000,000 shares

(Note 1)   No change will be made in the number of shares to be acquired.   However, market conditions and other factors may preclude the acquisition of some or all of the number of shares specified in the purchase order.

(Note 2)   The specified number of shares to be acquired will be purchased on the basis of corresponding sell orders.

(Note 3)   Aggregate acquisition prices of the shares: (Not exceeding) ¥3,000 million

4.   Announcement of the result of the acquisition:

The result of the acquisition of the shares will be announced after the close of the transaction time of 8:45 a.m. on July 1, 2005.

[For reference]

Own shares held by the Company as of May 31, 2005:

Total number of issued shares (excluding own shares held by the Company):   414,304,678 shares

Number of own shares held by the Company: 10,257,675 shares

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