

Eco-First Commitment

- Our Efforts on Global Environment Conservation as an Environmentally-Advanced Company -

May 24, 2012

Mr. Goshi Hosono,

Minister of the Environment:

Hisayuki Suekawa

President & CEO (Representative Director)

Shiseido Co., Ltd.

For 140 years, the Shiseido group has been delivering beauty and wellness to our consumers by focusing on the blessings of the Earth as the sources of value making.

Based on our corporate message of **“This Moment. This Life. Beautifully,”**

we will strive to realize a sustainable society where people and the Earth can beautifully live in harmony.

Therefore, we will advance the following efforts with the “Shiseido Earth Care Project” as the base of all our activities.

1. We will proactively promote environment responsiveness of our products by also focusing on the 3 Rs (reduce, reuse, recycle) of containers and packaging.

- (A) We will expand our own environment designing standards called the “Shiseido Eco Standards” on a company-wide scale in all our businesses. By complying with these standards, the levels of environment responsiveness of the products will be graded as we promote to create products with grades higher than the current ones by FY2013. Moreover, we will work on environmental load reduction in the entire life cycle from procurement to production, distribution, sales and disposal.
- (B) Aiming to cut down on oil resources that are limited and reduce the amount of CO₂ emission, we will proactively move ahead with switching to plant-derived polyethylene. This is a plan which we have adopted since FY2011. By FY2020, we aim to make more than 70% of all polyethylene used in Japan to be of plant origin. Moreover, by adopting plant-derived plastics other than polyethylene in a proactive manner, we plan to make more than 50% of all plastics used in the country to be of plant origin. Following such efforts here in Japan, sequential switching to plant-derived plastics will be enforced overseas as well.
- (C) We will promote more refills and lighter containers to be available so that the amount of containers and packaging used can be reduced. As for our domestic cosmetics business, refills of all foundation, face powder, large-sized shampoo and conditioner products will be available by FY2020. The same goes for more than 70% of such products as softener and moisturizer. Furthermore, in terms of skincare, we will move ahead with switching clear plastic cases to bagasse paper cases and shrink packaging so that environment responsiveness of all containers can be promoted.

2. We will proactively work on the conservation of the blessings of the Earth which are the sources of value making.

- (A) Throughout the entire process from procuring basic materials to production, logistics, sales, use and disposal, we will give careful consideration to the conservation of biodiversity (conservation of the blessings of the Earth) in aiming to utilize sustainable resources.
- (B) We have been a member of the RSPO (Roundtable on Sustainable Palm Oil) since 2010 and have been advancing the consideration on the use of sustainable palm oil.
- (C) Goto Islands (Nagasaki prefecture) are known as the production center of camellia oil that is used as an ingredient of our products. There, we are conducting activities of having the employees themselves grow and protect the camellia as planting and conservation activities. We will promote efforts that are unified with our business activities to let our products contain high-quality camellia oil extracted again from the seeds in hope of using sustainable resources.
- (D) We will promote procurement that complies with the “Shiseido Group Supplier Code of Conduct” to conduct environmental efforts together with our partners.

3. We will engage actively in providing environmental education to our employees to foster human resources that may contribute to the conservation of the blessings of the Earth.

- (A) Rather than only focusing on conveying information to our employees via the intranet or at meetings, we will facilitate experience-based environmental education in natural settings. This way, we will be able to promote understanding that our products are benefiting from the blessings of the Earth and develop minds that value such blessings.
- (B) Through our tree-planting/conservation activities in “Shiseido Tsubaki Forest” in Wakayama prefecture, the employees themselves will plant camellia seedlings by understanding the laws of nature as well as the workings of the ecosystem to engage in forest growing/conserving activities on an ongoing basis. Furthermore, we will let their experiences be known throughout the company to foster human resources that take good care of the blessings of the Earth even in their business activities.

4. We will proactively promote efforts to prevent global warming.

Through the efforts at all our offices, we will work on the reduction of CO₂ emission in our entire business activities.

As for all our offices in the country, we will reduce CO₂ emission to 20% below FY2009 levels by FY2020.

Shiseido Co., Ltd. confirms the progress of the efforts mentioned above and promises to release information on its website, etc. while also reporting to the Ministry of the Environment.