



(English Translation of the Japanese News Release)

March 4, 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:	Satoshi Sekiguchi General Manager of Public Relations Department (Tel: 03 – 3572 -5111)

Shiseido Co., Ltd. to Make Administrative Changes and Transfer Personnel

Effective April 1, 2010, Shiseido Co., Ltd. will implement certain administrative changes and transfer designated personnel as follows.

1. Administrative Changes

- (1) Departments established under the Domestic Cosmetics Business will be organized as a business division and the Domestic Cosmetics Business Division will be newly established.
- (2) The Business Development & Administration Department will be newly established for developing new marketing strategies within the Domestic Cosmetics Business Division.
- (3) The functions of the Sales Operations Planning Department and Sales Department, Structured Retail Stores within the Domestic Cosmetics Business Division will be reviewed and reorganized by establishing the Sales Administration Department, which will be responsible for handling area measures and administering budgets by business location, and the Distribution Strategy Department, which will be in charge of logistics measures across channels as well as proposing measures for organization distribution channels and administering budgets.

- (4) The marketing functions of *Clé de Peau BEAUTÉ*, which were previously dispersed by business at the Head Office in Japan, will be integrated and the Clé de Peau BEAUTÉ Marketing Unit will be newly established to handle planning and promotion of brand marketing from a global perspective.
- (5) In order to integrate processes from planning to practical implementation related to corporate social responsibility (CSR) in general, the functions of the CSR Group within the General Affairs Department will be transferred to the Social Affairs and Consumer Relations Department. In line with this, the department name will be changed to the Corporate Social Responsibility Department.
- (6) In order to strengthen and accelerate the speed of environmental initiatives, the Environmental Affairs Group within the Social Affairs and Consumer Relations Department will be set up independently and newly established as the Environmental Planning Department.
- (7) In order to enhance liaison functions externally and augment the introduction of technologies and “seeds” from other companies in the industry, as well as from other business sectors, the functions of promoting open innovation and alliances, which were previously dispersed across several departments, will be transferred to the Patent Department. In line with this, the department name will be changed to the Technology Alliance Development Department.

2. Personnel Changes Among Executives

(1) Shiseido Co., Ltd.

Name	New Title	Former Title
Akihiko Omata	General Manager of Purchasing Department	General Manager of Technical Department, Kuki Factory
Emiko Takasu	General Manager of Beauty Solutions Development Center and General Manager of Beauty Creations Laboratory	General Manager of Beauty Solutions Development Center
Yuji Hagiwara	General Manager of Quality Management Department	General Manager of Quality Assurance Group, Quality Management Department
Yasuko Takayama	General Manager of Corporate Social Responsibility Department	General Manager of Social Affairs and Consumer Relations Department

Name	New Title	Former Title
Masanori Aizawa	General Manager of Environmental Planning Department	General Manager of Technical Department, Kamakura Factory
Kei Shuto	General Manager of Sales Administration Department, Domestic Cosmetics Business Division	Deputy General Manager, Sales Department, Structured Retail Stores
Katsumi Ishino	General Manager of Sales Department, Specialty Stores, Domestic Cosmetics Business Division	Deputy General Manager, Sales Department, Specialty Stores
Atsushi Hiyama	General Manager of Distribution Strategy Department, Domestic Cosmetics Business Division	General Manager of Channel Strategy Group, Sales Operations Planning Department
Moriyo Sonoda	General Manager of Business Development & Administration Department, Domestic Cosmetics Business Division	General Manager of China Business Planning Department, China Business Division
Satoshi Oomae	General Manager of China Business Planning Department, China Business Division	General Manager of Business Administration Department, China Business Division
Shigeki Kubo	General Manager of Business Administration Department, China Business Division	General Manager of Distribution Administration Group, Logistics Department
Kouichi Shichino	Chief Officer of Healthcare Business Division	Manager, Corporate Planning Department
Yoshiaki Okabe	Brand Manager of Clé de Peau BEAUTÉ Marketing Unit	Manager, Relational Brand Marketing Unit
Haruya Ootaki	General Manager of SBU Administration Department, Domestic Cosmetics Business Division	Deputy General Manager, SBU Administration Department
Fumiaki Matsuzaki	General Manager of Skincare Product Research & Development Center	Chief Researcher, Skincare Product Research & Development Center
Takashi Minami	General Manager of Make-up and Hair Care & Styling Products Research & Development Center	Chief Researcher, Make-up and Hair Care & Styling Products Research & Development Center
Masami Chiku	General Manager of Quality Assessment Center	General Manager of Research Administration Department
Norihiko Nishimura	General Manager of Research Administration Department	General Manager of General Affairs Group, Research Administration Department
Takashi Ikeda	General Manager of Technology Alliance Development Department	General Manager of Patent Department

(2) Subsidiaries and Affiliates

Name	New Title	Former Title
Masato Yamada	Managing Director, Shiseido Thailand Co., Ltd.	Vice President, Shiseido Dah Chong Hong Cosmetics Co., Ltd.
Yuichi Wada	Managing Director, Shiseido Singapore Co., (Pte.) Ltd.	International Sales Department, International Business Division, Shiseido Co., Ltd.
Tetsuo Kawaguchi	President & CEO, Shiseido Beauty Foods Co., Ltd.	Deputy General Manager, Healthcare Business Division, Shiseido Co., Ltd.
Masato Ishikawa	President & CEO, Shiseido Pharmaceutical Co., Ltd.	Chief Officer of Branch Sales Division, Shiseido Beauty Foods Co., Ltd.
Masaaki Hachinoe	President & CEO, Shiseido Irica Technology Inc.	General Manager of Administration Department, Shiseido Irica Technology Inc.
Hiroshi Kubo	President & CEO, Shiseido Business Solution Co., Ltd.	President & CEO, Shiseido Parlour Co., Ltd.
Atsushi Isoda	President & CEO, Shiseido Parlour Co., Ltd.	General Manager of CSR Group, General Affairs Department

The change of directors in subsidiaries and affiliates will be approved at their respective General Meeting of Shareholders and subsequently by the Board of Directors.

(End of News Release)