

(Translation)

September 13, 2017

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited  
Name of Representative: Masahiko Uotani  
President and CEO  
(Representative Director)  
(Code No. 4911; The First Section of the Tokyo Stock Exchange)  
Contact: Tetsuaki Shiraiwa  
Department Director  
Investor Relations Department  
(Tel: +81 3 3572 5111)

## Notice and Apology Regarding Voluntary Recall of Shiseido Products (Eyeliner)

It is hereby notified that Shiseido Company, Limited (“Shiseido”) has decided to voluntarily recall Killer Wink Gel Liner products of its self-selection makeup brand, INTEGRATE, as select products have been found to contain specks of plastic in the eyeliner core due to production deficiency.

We deeply apologize for any inconvenience and concerns this may cause our consumers and business partners.

Shiseido will radically review the internal systems to prevent any reoccurrence, placing further emphasis on quality control of products. We hope for your understanding and cooperation regarding this matter.

### 1. Cause of the Recall and Responsive Actions

Shiseido has received consumer complaints on its INTEGRATE Killer Wink Gel Liner products, and found out upon investigation that the core of certain products contained plastic splinters from the cartridge which mixed with the core during the filling stage. Since the use of the affected products may accidentally cause damage to the area around the eyes, Shiseido has decided to voluntarily recall all products listed below.

Select INTEGRATE Killer Wink Gel Liner products were voluntarily recalled in February this year due to damaged plastic edges; replacement of the affected items was started, however, the products which were shipped as replacement are also subject to the current recall. Therefore, Shiseido has decided to stop the replacement, recall all the products, and offer refunds. Furthermore, Shiseido will discontinue the production and sales of INTEGRATE Killer Wink Gel Liner altogether.

Announcement about the recall will be posted on Shiseido Group website, Shiseido total beauty website “watashi+”, INTEGRATE official brand website and SNS, as well as morning newspapers across Japan on Friday, September 15, 2017.

### 2. Products Subject to Recall

INTEGRATE Killer Wink Gel Liner (total: 11 colors)  
BK999, BR610, GR750, ⑩, BR650, GY800, BR500, VI600, WT900, GD800, BK905

#### Note:

Besides Japan, the products are marketed in China (excluding Hong Kong) and Taiwan. In China, only BK999 variety is available through cross-border E-commerce websites.



(Same package for all products)



### 3. Contact Information

We will start accepting Internet inquiries from 16:00 (JST) on Wednesday, September 13, and inquiries by phone from 09:00 (JST) on Thursday, September 14.

Shiseido Company, Limited          Hotline for INTEGRATE Killer Wink Gel Liner product recall  
Toll-free number (Japan only): 0120-636-087  
Operating hours: 9:00 - 17:00 (JST; excluding Saturdays, Sundays and National Holidays; operating on Saturday, September 16, Sunday, September 17, and Monday, September 18)  
Internet inquiries (PCs, smartphones, etc.): 24 hours a day  
<http://www.shiseido.co.jp/announcement/201709/>

### 4. Future outlook

We believe that this matter has only minor effects on the consolidated financial results of the Shiseido Group for the fiscal year ending December 2017.

- End of News Release -