

**Shiseido Honorary Chairman Yoshiharu Fukuhara Receives
WWD Beauty Inc 2012 Visionary of the Year Award**

Tokyo (December 14, 2012) – Shiseido Co., Ltd. announces that Women’s Wear Daily (WWD) Beauty Inc has awarded Shiseido Honorary Chairman Yoshiharu Fukuhara the “2012 Visionary of the Year Award” in recognition of his strategic development of the global business and rich contributions to the cultural value of Shiseido and the industry in total. This prestigious honor celebrates the achievements of Mr. Fukuhara amid the backdrop of Shiseido’s 140th anniversary.

WWD Beauty Inc 2012 Visionary of the Year Award

The international fashion, beauty and retail trade journal published by Fairchild Fashion Media counts a circulation of 75,000 and is regarded as the leading influencer in the beauty industry. The annual WWD Beauty Inc Awards are hosted by the monthly beauty publication, which selects the top performers in ten categories among the prestige and mass markets. As the centerpiece for the event, the “2012 Visionary of the Year Award” is presented for extraordinary contribution to the beauty industry.

Acceptance Comments by Yoshiharu Fukuhara

Mr. Fukuhara’s words were presented at a breakfast award ceremony held in his honor on December 13 in New York. *“In this milestone year, I am very honored to receive the most prestigious award in the cosmetic industry,”* he shared. *“If I can share my vision, I believe that everyone involved in the cosmetics industry must use their work to propose new values to move society forward in a positive fashion. I would like to encourage everyone to work together to further develop this industry with an eye toward what we can do to give back--and transform our world into a more beautiful place to live.”*

Pete Born, executive editor of beauty, WWD, comments, *“We are proud to honor Yoshiharu Fukuhara with the WWD Beauty Inc Visionary of the Year Award. Mr. Fukuhara truly defines the tenets of the word visionary. During his time at Shiseido, he brought East to West, and in so doing helped define the modern look of beauty. Among his many accomplishments: he was one of the first pioneers to go into China, back in the Early Seventies. He established his company’s business in the U.S. and Europe, and championed the marriage of cultural creativity and corporate responsibility before such words were even in our lexicon. Although his grandfather started the business, he governed with a deep feeling of humanism, a trait that continues to characterize Shiseido as a company today.”*

Yoshiharu Fukuhara Profile

Yoshiharu Fukuhara, the grandson of Shiseido founder Arinobu Fukuhara, was born in Tokyo in March 1931. In 1953, he graduated from Keio University with a degree in Economics and joined Shiseido Co., Ltd. that same year. In 1966, he was appointed as a Representative Director of Shiseido Cosmetics (America) Ltd., and assumed the title Director and General Manager of International Operations in 1978 and spearheaded business development in France in 1980. In 1981, he laid the foundation for Shiseido's global expansion, including the start of sales in China.

He became President and Chief Executive Officer of the company in 1987 and served in this position for the next 10 years, and subsequently assumed the post of Chairman of the Board in 1997. Since 2001, he has served as Honorary Chairman (current post).

He has held a number of public positions, including Chairman of the “Cool Japan” Public-Private Expert Panel on Creative Industries, Director of the Tokyo Metropolitan Museum of Photography, Board Chairman of the Kanagawa International Foundation, Chairman of the Association for Corporate Support of the Arts, Chairman of the Tokyo Arts and Culture Council and Chairman of the Characters Culture Promotion Organization. In addition, he has published extensively. He has also received a number of honors, including the *Grande Ufficiale* in Order of Merit of the Italian Republic (1998); Honorary Citizen of Beijing, *Grand Officier de l'Orde National de la Légion d'Honneur* (2002); and Order of the Rising Sun, Gold and Silver Star (2004).

Shiseido was founded in 1872 as the first Western-style pharmacy in Japan. The business gradually evolved into a cosmetics company, offering people the most advanced technology and the finest aesthetics available in the East or the West. Now known globally as the premier cosmetics company with roots in Japan, the name Shiseido has come to represent the world's highest standards of quality. Shiseido's global selection of skincare, makeup and fragrance includes a high-performance category for special skincare, and a brightening line. Shiseido also offers body care, suncare and a skincare line for men. Fiercely contemporary and innovative after 140 years in business, Shiseido is now sold in 89 countries and regions. For more information, please visit <http://group.shiseido.com/>.