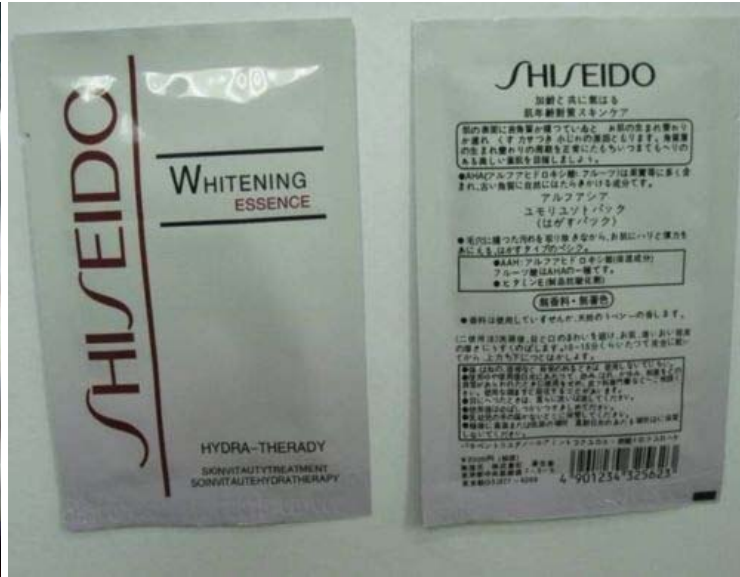


Shiseido Company Limited

Shiseido was founded in 1872 in Ginza, Tokyo, as the first Western-style pharmacy in Japan. Boasting the world's fifth-largest sales as a cosmetics manufacturer, Shiseido currently operates in about 120 countries and regions around the world. Shiseido owns more than ten brands and lines with sales ranging from 10 to 50 billion yen. Each individual line has nurtured its unique values and continues to grow as brands deeply loved all around the world.

“Shiseido” counterfeit products on eBay

Shiseido is aware that, regrettably, there are some “Shiseido” counterfeit products on eBay. The below photos are examples of counterfeits Shiseido has frequently found. Shiseido has never produced these types of products, so they can be immediately identified as counterfeits. Never procure or buy these types of “Shiseido” counterfeit products.







Message to purchasers on eBay

In addition to the above type of “Shiseido” counterfeits, there are counterfeit products which imitate logo or packaging of genuine Shiseido products, with different product content. For those products, many sellers post photos of genuine Shiseido products, making consumers believe they are purchasing genuine products. Some “Shiseido” counterfeits are of such poor quality as to be damaging to skin.

Shiseido will not guarantee the authenticity of products purchased on eBay and/or authenticate any items. If you would like to purchase genuine Shiseido products, please make your purchase through safe avenues such as our direct online shops and authorized retailers on and off-line.

Message to sellers on eBay

In order to protect brand reputation and the interests of consumers, Shiseido takes a very stringent attitude vis-à-vis third parties who have infringed our intellectual property rights (trademarks, copyright and registered designs, dealing with counterfeit Shiseido products either on or off-line).

Shiseido constantly monitors “Shiseido” counterfeit product sales on eBay through the Verified Rights Owners (VeRO) program. If counterfeits are found, Shiseido takes appropriate steps including civil/ criminal proceedings against infringers, working closely with local authorities such as customs and police services around the world.

We also recommend you never procure your Shiseido products for eBay sale from unreliable sources and that you always check the authenticity of Shiseido products you are about to purchase.

If you have any further questions after reviewing the above, you may contact us at legal@to.shiseido.co.jp.