

DHC USA delivers kissable colors with new Perfect Pro lip essentials

Stunning hues and rich textures take you effortlessly from day into night



SAN FRANCISCO, Calif., March 1, 2009—

Perfect lips are within reach with new Lip Color Perfect Pro and Lip Liner Perfect Pro from DHC USA Inc., a distinguished provider of high-quality skincare products and makeup. Lip Color Perfect Pro comes in ten shades and three finishes—sophisticated Crème, glamorous Shimmer and attention-grabbing Long Last. Each is enriched with lip-loving hydrators to not only add a spark of color, but also help condition your lips. The dazzling array of colors brings added versatility, providing a palette that is perfect for any occasion. And Lip Liner Perfect Pro, in three lovely shades, defines your look for the perfect pout.

“Our professional-grade cosmetic lines help customers achieve results at home to rival those of a makeup artist,” states Gary Gauntt, President of DHC USA, headquartered in San Francisco, California. “Lip Color Perfect Pro and Lip Liner Perfect Pro offer a myriad of color choices that ensures you’ll find the shade that best suits you, your mood and your event—from a day at the office to an evening on the town.”

Series Colors

Lip Color Perfect Pro Crème provides rich luster and creamy coverage and is available in Petal Pink, Coral Kiss and Mocha Rose.

Lip Color Perfect Pro Shimmer promotes more voluminous lips with just a touch of sparkle and is available in Hint of Honey, Sugarplum, Whisper Pink and Vintage Rose.

Lip Color Perfect Pro Long Last provides an alluringly distinctive matte finish and is available in Vivid Fuchsia, Vivid Berry and Vivid Bordeaux.

Lip Liner Perfect Pro glides on smoothly and helps keep your color from feathering and bleeding. Available in Light Pink, Rose Pink and Natural Beige.

Availability

Each new lip product is available separately, via catalog or www.DHCcare.com, priced as follows:

- Lip Color Perfect Pro Crème (0.08 oz. Net wt., in your choice of three shades) – \$11.00
- Lip Color Perfect Pro Shimmer (0.08 oz. Net wt., in your choice of four shades) – \$11.00
- Lip Color Perfect Pro Case [Crème & Shimmer] (fits either) – \$9.00
- Lip Color Perfect Pro Long Last (0.08 oz. Net wt., in your choice of three shades) – \$12.00
- Lip Color Perfect Pro Case [Long Last] – \$9.00
- Lip Liner Perfect Pro (0.007 oz. Net wt., in your choice of three shades) – \$7.50
- Lip Liner Perfect Pro Holder (includes brush) – \$6.00

Whether ordering online or by phone, fax or mail, customers can have their products delivered straight to their home or office. And with every order, DHC customers may make four free selections from a wide variety of product samples, including our most popular product worldwide, Deep Cleansing Oil.

About DHC

DHC Corporation is one of the world’s leading manufacturers and marketers of more than 1,500 quality products, including skincare items, makeup, fine foods, supplements and more. DHC was founded in Japan more than 25 years ago and has offices in Korea, Taiwan, Hong Kong, Canada, Great Britain and the United States. It is one of the top five Japanese skincare companies and serves millions of customers globally, with annual worldwide sales approaching \$1 billion. In 2007, DHC USA celebrated ten years of mail-order distribution in the United States. DHC products are never tested on animals.