

DHC USA Inc. adds the Q10 Makeup Series to its line of quality beauty products

Added sun protection and age-defying CoQ10 make this more than just makeup



SAN FRANCISCO, Calif., January 8, 2007—

DHC USA Inc., a distinguished provider of high-quality beauty products and makeup, announces a new foundation line that boasts the age-defying properties of power antioxidant coenzyme Q10. Enriched with hydrating olive leaf extract and featuring protection against damaging UV rays, this series represents a perfect marriage between skincare and makeup. The foundation is available in two versatile textures. Q10 Liquid Foundation provides natural and moderate coverage in 14 shades and features an SPF of 15. Q10 Cream Foundation offers fuller coverage, is also available in 14 new hues and provides an SPF of 18.

Q10 Face Powder rounds out the makeup series. This super-micro-fine finishing powder helps set your makeup for a flawless finish that not only softens skin and holds the look of your foundation coverage, but also fights shine throughout the day.

To complement the new Q10 foundations, DHC also introduces Makeup Sponge B, handy cosmetic sponges that come in a pack of four. It provides beautifully even coverage when used with either Q10 Liquid or Cream Foundation. For the Q10 Face Powder, all-new Makeup Puff A is specifically designed with long, soft fibers to pick up just the right amount. All items are sold separately.

Gloria Ortiz, licensed esthetician at DHC USA's headquarters in San Francisco, California, elaborates, "Q10 Liquid and Cream Foundations are in essence a three-in-one makeup! Each provides amazing, flawless coverage, but also helps fight the visible signs of aging thanks to its CoQ10, and includes sun protection. With 14 gorgeous shades to choose from, there is a perfect match for practically every skin tone."

Usage

Q10 Liquid Foundation and Q10 Cream Foundation

After applying your favorite DHC makeup primer, such as Velvet Skin Coat (if desired), dispense a small amount of foundation onto DHC Makeup Sponge B or your fingertips and spread evenly over face. Follow with DHC Q10 Face Powder to set.

Q10 Face Powder

Place puff over container sifter and shake gently. Tap off excess powder and dust evenly over face.

Makeup Sponge B

Add makeup to sponge and apply evenly over face, as desired. Sponges can be gently washed, as needed, using a mixture of mild detergent and warm water. Air dry.

Makeup Puff A

Use puff with DHC Q10 Face Powder or your favorite DHC powder. Dust evenly over face to set makeup. Puff can be hand washed, as needed, using a mixture of mild detergent and warm water.

Availability

These new offerings are available by catalog or via www.DHCcare.com at the following introductory rates and subsequent regular prices:

- Q10 Liquid Foundation (1 fl. oz.): \$11.00 through February 28, 2007, thereafter at \$16.00.
- Q10 Cream Foundation (1.4 oz. Net wt.): \$11.00 through February 28, 2007, thereafter at \$16.00.
- Q10 Face Powder (0.59 oz. Net wt.): \$10.50 through February 28, 2007, thereafter at \$15.00.
- Makeup Sponge B (4 sponges): \$3.00 through February 28, 2007, thereafter at \$4.00.
- Makeup Puff A (1 puff): \$2.00 through February 28, 2007, thereafter at \$2.50.

When ordering online or by phone, fax, or mail, shoppers can have their products delivered directly to their home or office. And with every purchase, customers may make four free selections from a wide variety of skincare 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 over 1,500 quality products, including skincare, makeup, fine foods, vitamins, and more. DHC started in Japan more than 25 years ago and now has offices in South Korea, Taiwan, Hong Kong, 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. DHC skincare products are never tested on animals.