

Acne Sufferers: Make Things Perfectly Clear

DHC's new salicylic acid acne treatment system does more than clear up acne; it also helps renew and protect problem skin

SAN FRANCISCO, Calif., January 1, 2008—Acne is an unfortunate fact of life for approximately 40 million people in the U.S. While an occasional breakout may not be cause for rushing to a dermatologist, an effective daily, over-the-counter treatment could prove beneficial. DHC USA Inc., Japan's leading skincare and cosmetics company, announces its Salicylic Acne series—a complete line of acne-fighting products that uses the latest scientific research, combined with gentle botanical ingredients, to help clear and prevent blemish breakouts. This four-step acne treatment system features 2% salicylic acid, sulfur, and green tea, and can reduce the number of acne pimples and blackheads you have, as well as fight the visible effects of free-radical damage to help you achieve a clearer, more balanced complexion.

“When you have acne, you're not just dealing with blemishes, you're also dealing with a complexion compromised by redness, irritation, and sensitivity,” explains Hadrian Miguel, Product Development Manager at DHC USA's headquarters in San Francisco, California. “That is why our Salicylic Acne line not only treats mild to moderate acne with the highest concentration of salicylic acid allowed by the FDA, it also hydrates, calms, and balances your complexion with natural ingredients like licorice and soy, helping it become less susceptible to future flare-ups. This simple daily regimen doesn't just reduce the severity of acne; it helps improve the state of your skin, allowing you to have a beautiful, healthy complexion you can be proud of.”

What is salicylic acid?

Salicylic acid is a beta-hydroxy acid that occurs naturally in wintergreen leaves, sweet birch, and willow bark. It is a keratolytic agent—an ingredient that helps soften and slough off the surface layer of skin. It improves the look and feel of your face by reducing clogged pores, as well as by softening and smoothing your complexion. And, when used daily, it helps prevent new acne blemishes from forming. Salicylic acid is even

better for sensitive skin, as beta-hydroxy acids are often less irritating than alpha-hydroxy acids and less drying than benzoyl peroxide.

Problem skin needs moisture

Miguel also recognizes the common misperception that using moisturizer causes acne breakouts: “On the contrary, hydrating one's skin with a proper moisturizer actually helps control acne, not cause it.” Skipping this step can cause sebaceous glands to produce more sebum to compensate for dryness. Says Miguel, “The DHC Salicylic Acne series helps you manage your skin's pH and moisture levels, which in turn aids in preventing acne breakouts.”

Availability

The Salicylic Acne series is available by catalog or via www.DHCcare.com. Each sold separately, the four components are offered at the introductory sale prices shown above through February 29, 2008, and thereafter at their regular prices. When ordering online or by phone, fax, or mail, customers can have their products delivered straight to their home or office. And with every purchase, 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, makeup, fine foods, supplements, and more. DHC was founded in Japan more than 25 years ago and has offices in 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. In 2007, DHC USA celebrated ten years of mail-order distribution in the United States. DHC products are never tested on animals.



SERIES INCLUDES:

SALICYLIC ACNE WASH

(4 fl. oz., introductory price: \$9.50; regularly \$13.00)—A nondrying, foaming cleansing gel that gently exfoliates acne-prone skin and soothes with aloe vera and calming green tea.

SALICYLIC ACNE TONER

(5.4 fl. oz., introductory price: \$10; regularly \$14)—This clarifying formula helps skin maintain a healthy pH level to manage and minimize blackheads and acne breakouts. Skin-loving botanicals, including rosemary and Chinese skullcap, help purify your complexion.

SALICYLIC FACE MILK

(2 fl. oz., introductory price: \$14.00; regularly \$19.00)—This light moisturizer helps reduce the volume and severity of acne blemishes with clarifying salicylic acid, while soothing grape seed oil, green tea, and soy help nurture skin.

ACNE SPOT THERAPY

(0.52 oz. Net wt., introductory price: \$9.00; regularly \$12.00)—A lightweight spot-treatment with a 3% concentration of sulfur that helps clear up existing blemishes and prevent new ones from forming. Brightening vitamin C and licorice fight the visible redness and discoloration that blemishes cause.