

DHC USA Inc. adds Q10 Moist Color Base SPF 30+ to its popular makeup line

At last, a color correction primer that's actually good for your skin



SAN FRANCISCO, Calif., February 1, 2007—

DHC USA Inc., a distinguished provider of high-quality beauty products and makeup, announces an exciting, new color-corrector series that not only helps conceal imperfections and promote a more even skin tone, but also delivers the age-defying antioxidant power of coenzyme Q10 and protection against harmful UV rays. Q10 Moist Color Base SPF 30+ is your new secret weapon to achieve that enviable look of a flawless complexion—without a heavy, greasy, or cakey finish. Plus, it boasts a hydrating dose of moisture-rich virgin olive oil and hyaluronic acid, as well as brightening alpha-arbutin.

Which color corrects what?

DHC's Q10 Moist Color Base SPF 30+ line comes in five radiant shades to make it simple for you to find your perfect hue: Apricot—adds warmth to liven dull complexions; Beige—helps balance uneven tones for a natural, neutral look; Green—helps diminish the appearance of severe redness; Pink—lends a rosy glow to help minimize yellow undertones; and Yellow—ideal for moderate redness and unwanted pinkness.

Gloria Ortiz, licensed esthetician at DHC USA's headquarters in San Francisco, California, elaborates, "Whether your complexion is ruddy or sallow, Q10 Moist Color Base SPF 30+ helps conceal uneven and splotchy skin tones. Each of the five shades helps neutralize imperfections and protect your skin with that amazing 30+ SPF. I love the warm glow I get from using the Apricot color on days I don't wear any makeup."

Usage

After cleansing, toning, and moisturizing, shake Q10 Moist Color Base SPF 30+ well and apply a thin layer over your entire complexion. Once it dries, you can apply your favorite DHC foundation or wear it without makeup.

Availability

Q10 Moist Color Base is available by catalog or via www.DHCcare.com at an introductory rate of \$10.00 for 1 fl. oz. through March 31, 2007, and thereafter at its regular price of \$14.00. 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.

	Pink	Lends a rosy glow to diminish yellow undertones
	Apricot	Adds warmth to liven pale, dull complexions
	Beige	Balances uneven tones for a natural neutral
	Yellow	Ideal for moderate redness and unwanted pinkness
	Green	Helps conceal severe redness issues