

Discover the science behind soft, radiant hair

DHC USA launches Light & Smooth Shampoo and Conditioner with moisturizing 18MEA for touchable softness



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Coloring, heat styling, and overprocessing can zap your hair of its natural luster. What's a girl to do? The answer may have been formulated in a modern laboratory, but it was inspired by Mother Nature. DHC USA Inc., a distinguished provider of high-quality skincare and beauty products, is proud to introduce Light & Smooth Shampoo and Light & Smooth Conditioner—a modern hair care system featuring the protective moisture lipid 18MEA to help transform dry, unmanageable hair into locks that look and feel naturally soft and shiny.

The cuticle is the outermost layer of hair, and the first line of defense against damage. The surface of healthy cuticles is protected and conditioned primarily by a lipid called 18 methyleicosanoic acid (18MEA). Environmental stresses from UV rays, chemical treatments, and heat styling can cause your hair's own natural levels of 18MEA to diminish. Since this lipid is unable to replenish itself, the results can be dry, brittle strands prone to breakage and split ends. Through nanotechnology, Light & Smooth Shampoo and Light & Smooth Conditioner deliver tiny particles of 18MEA to hair at the cuticle, which help revitalize the overall state of your tresses.

“Healthy hair is beautiful hair,” explains Gary Gauntt, President of DHC USA, headquartered in San Francisco, California.

“By adding 18MEA—a lipid that naturally exists in your hair to help protect your hair's cuticles—the Light & Smooth hair care system not only cleans and conditions your hair, it helps minimize future damage and maximize vitality and shine.”

Light & Smooth Shampoo also contains extracts of lemongrass, chamomile, and antioxidant-rich rosemary, and Light & Smooth Conditioner contains more than five herbal extracts, including naturally conditioning sage, lemon balm, and wild thyme. For best results, this shampoo and conditioner should be used in tandem.

Availability

Light & Smooth Shampoo and Light & Smooth Conditioner are available by catalog or via www.DHCcare.com. Sold separately, they are offered at an introductory sale price of \$14.00 each through March 31, 2008, and thereafter at the regular price of \$17.50 each. 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 products, 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.