



DHC



DHC USA Inc. launches Seaweed Concentrate

Japan's #1 direct mail skincare company introduces
a facial serum made with a rare marine extract

SAN FRANCISCO, Calif., March 28, 2005—

DHC USA Inc., a Japanese skincare leader, introduces Seaweed Concentrate, a lightweight serum containing the rare seaweed extract fucoidan. Regenerative and super-hydrating, this nourishing marine botanical helps smooth fine lines for longer term antiaging effects. Seaweed Concentrate fortifies skin's natural moisture barrier and helps protect it from further environmental damage so that you can enjoy a softer, smoother, more radiant complexion.

“Nutrient-rich products from the sea have enriched Japanese beauty rituals for centuries,” says Akiko Klenk, Target Marketing Manager of DHC USA Inc. “Inspired by ancient wisdom and beautiful traditions, we’re revealing a treasured secret of the East with our Seaweed Concentrate. The airtight pump is easy to use, and this rich serum caresses my skin with a silky touch and absorbs instantly. I feel blissfully restored and recharged with moisture all day long.”

Seaweed Wonder: Fucoidan

Sea greens comprise 10% of the diet in Japan and are said to play a key role in keeping the population healthy. DHC's fucoidan is extracted from brown seaweed, called kombu (also konbu). Recent research indicates that kombu promotes healthier skin. DHC's kombu is harvested by hand and quickly dried in the sun, then transported to our laboratory where the core nutrient, fucoidan, is extracted.

New Airless Pump

DHC Seaweed Concentrate comes in a lightweight, easy-to-use bottle that features a state-of-the-art airless pump, which delivers all the potency of the product while maintaining a high level of freshness and efficacy. Customers can use every last drop of the serum without fear of its becoming contaminated.

Pricing, Usage, and Availability

DHC Seaweed Concentrate will be available at the special price of \$28.00 for 1 fl. oz. through March 31, 2005, and thereafter at its regular price of \$38.00. Usage: After cleansing and toning, use fingertips to tap Seaweed Concentrate onto skin.

DHC Seaweed Concentrate is available by catalog and through DHC's website. Whether 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 quality skincare products, makeup, fragrances, health foods, and supplements. It started in Japan more than 20 years ago and now has offices worldwide, including South Korea, Taiwan, Switzerland, Thailand, and the United States. One of the top ten skincare companies in Japan, DHC today has more than 800 products in its skincare, cosmetics, health food, supplement, and lingerie lines.