

DHC USA Inc. introduces innovative Whip Cleansing Oil



SAN FRANCISCO, Calif., March 9, 2006—

DHC USA Inc., a Japanese skincare leader, continues its product expansion with the launch of Whip Cleansing Oil, a new type of foamy cleanser that's an oil- and dirt-trapping liquid powerhouse. The star ingredient, antioxidant-rich virgin olive oil in whipped form, breaks down makeup and impurities to achieve gentle yet thorough cleansing. With a soft and light-feeling mousse texture, this revitalizing cleanser adheres to skin without dripping.

"I love that DHC brings another innovative item to its arsenal of effective skincare products with new Whip Cleansing Oil," enthuses Hadrian Miguel, licensed esthetician at DHC USA headquarters in San Francisco, California. "This unique cleanser combines the feather-light softness of foam with the powerful age-fighting properties of olive oil. Whip Cleansing Oil quickly breaks down dirt, sebum, and debris and removes makeup in a gentle no-mess formula that leaves my skin feeling clean."

Pricing

DHC Whip Cleansing Oil is available at the special price of \$12.00 for 5.2 oz. Net wt. through April 30, 2006, and thereafter at its regular price of \$15.00.

Usage and Availability

Usage: To experience this refreshing cleanser, simply apply the foam to dry skin, gently massage, then rinse thoroughly with lukewarm water.

DHC Whip Cleansing Oil is available by catalog or through DHC's website. 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 quality skincare products, makeup, fragrances, health foods, and supplements. It started in Japan more than 20 years ago and now has offices worldwide, including in South Korea, Taiwan, Hong Kong, 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.