

Discover the modern twist on classic cold cream

DHC USA debuts Cleansing Milk makeup remover



SAN FRANCISCO, Calif., March 1, 2008—DHC USA Inc., a distinguished provider of high-quality beauty products and makeup, proudly unveils emollient-rich Cleansing Milk. This creamy, luxuriant makeup remover helps rid your face of cosmetics, dirt, and debris without compromising its natural moisture barrier—making it particularly beneficial for those with dry or maturing skin types. Its gentle, yet effective formula features olive and meadowfoam oils in a rich, milky texture that helps condition your complexion as it cleans.

“Our customers know how vital it is to remove all traces of makeup to maximize the efficacy of their cleanser, toner, and moisturizer,” explains Gary Gauntt, President of DHC USA, headquartered in San Francisco, California. “And given that people appreciate choices when it comes to skincare products, Cleansing Milk fulfills that need for those who prefer the richer texture afforded by traditional cold creams or who require a different type of makeup remover to meet the changing needs of their skin.”

Usage

Using dry hands, gently massage 3–4 pumps onto your face to remove makeup. To remove, simply wipe off using a cosmetic puff or tissue or by rinsing thoroughly with lukewarm water. For best results, do not add water to this product until you are ready to rinse.

Availability

DHC Cleansing Milk is available by catalog or via www.DHCcare.com. It is offered at an introductory price of \$15.50 for 6.7 fl. oz. through April 30, 2008, and thereafter at its regular price of \$21.00. Whether ordering online or by phone, fax, or mail, customers can have their products delivered straight to their home or office. And with every order, DHC 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 items, 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.