

DHC USA introduces age-defying Q10 Neck Cream

Put an end to neck neglect with
antioxidant-rich coenzyme Q10



SAN FRANCISCO, Calif., March 1, 2008—

Have you ever wondered why many women favor scarves and turtlenecks as they mature? The answer is simply that the neck and décolleté can give away one's true age—or even make you appear older than you really are. DHC USA Inc., a distinguished provider of high-quality beauty products and makeup, is out to change this with new Q10 Neck Cream, a powerful yet lightweight formula enriched with age-defying ingredients that help firm and smooth this vulnerable region. DHC's revitalizing blend features coenzyme Q10—a natural antioxidant that helps in the fight against free radicals—as well as a bevy of botanicals, including fortifying vitamins, conditioning olive oil, and brightening alpha-arbutin to promote firmer, better hydrated skin.

“Preventive care is so important when it comes to maintaining younger-looking skin,” states Miles Perdiguerra, Marketing Director at DHC USA, headquartered in San Francisco, California. “The neck is often neglected as people typically focus more on their complexions. Without proper care, the skin of the neck and upper chest areas is continually compromised due to environmental stresses, thus more prone to loss of elasticity and tone.”

Availability

DHC Q10 Neck Cream is available by catalog or via www.DHCcare.com. It is offered at an introductory price of \$19.00 for 0.88 oz. Net wt. through April 30, 2008, and thereafter at its regular price of \$24.00. 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.

DHC's Q10 Series

All of the products in DHC's Q10 series work synergistically to help soothe complexions and fight the effects of environmental stresses, including visible signs of aging. The series features facial care, body care, and makeup.

For the complexion, we offer:

- Q10 Facial Film Soap, individually-wrapped cleansing sheets perfect for travel and the gym
- Q10 Lotion, a hydrating toner
- Q10 Milk, a light moisturizer that's great for daytime wear
- Q10 Cream, a daily moisturizer suitable for every skin type
- Q10 Mask, an intensive sheet mask that features both aloe and willow bark extracts
- Q10 Eye Cream, which helps target fine lines and fight free radicals
- Q10 Water Mist, a hydrating mist toner

For the body, we offer:

- Q10 Body Gel, an absorptive age-fighting moisturizer
- Q10 Hand Cream, a soothing conditioner for your hands
- Q10 Body Soap, an age-defying bath bar

The Q10 makeup products include:

- Q10 Liquid Foundation with SPF 15
- Q10 Cream Foundation with SPF 18
- Q10 Face Powder
- Q10 Moist Color Base SPF 30+, five colors to correct skin tone issues

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.