

DHC USA launches refills for two body care products

Hand Soap Refill and Mild Body Shampoo Refill combine cleanliness and convenience

SAN FRANCISCO, Calif., May 1, 2008—

Despite rising prices everywhere you turn lately, DHC USA Inc., a distinguished provider of high-quality skincare and beauty products, is proud to introduce economical DHC Hand Soap Refill and DHC Mild Body Shampoo Refill. These easy-to-use, cost-effective pouches contain the same quality soaps of the same name—but at a much lower price per ounce.

DHC Hand Soap is a foaming, antibacterial soap that not only kills germs, but features hydrating emollients to help even frequent hand washers maintain softer skin. DHC Mild Body Shampoo is specially formulated with gentle, yet effective cleansers, soothing aloe, and a refreshing scent that makes bath time a pleasure.

“Many of our customers have expressed interest in refill versions of Hand Soap and Mild Body Shampoo,” explains Miles Perdiguerro, Marketing Director of DHC USA, headquartered in San Francisco, California. “They wanted to stop filling their waste basket with the larger hard plastic containers the original products came in, only to have to repurchase them all over again. So DHC developed these convenient alternatives that allow them to refill their containers, minimize waste, and save money.”

How to use

To refill: Begin by loosening and removing the dispenser top from existing Hand Soap or Mild Body Shampoo container, then set aside. Next, twist the nozzle cap on the appropriate refill bag back and forth to remove. Gently pour contents downward into original container, then replace and tighten the original dispenser's top. When finished, simply roll up the empty refill bag and discard.



Availability

Both refills are sold separately and available by catalog or via www.DHCcare.com. Hand Soap Refill (15.2 fl. oz.) is offered at the introductory sale price of \$4.00 through June 30, 2008, and thereafter at the regular price of \$5.00. Mild Body Shampoo Refill (18.2 fl. oz.) is specially priced at \$5.00, also through June 30, 2008, and thereafter at \$6.50.

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.