

Make neck neglect a thing of the past

DHC USA Inc. debuts Neck Treatment Essence Peptides featuring Matrixyl® 3000



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Ask any woman for a rundown of areas that she feels give away her true age and chances are that list will include her neck and décolleté. And with good reason—it's one of the most neglected areas of the body in terms of skin care and wrinkle prevention, and this delicate, thinner skin is vulnerable to damaging UV rays and dryness. This month DHC USA Inc., a distinguished provider of high-quality skincare and beauty products, introduces Neck Treatment Essence Peptides—a light, moisturizing serum that is specially formulated for the neck and upper chest region. It boasts Matrixyl® 3000, which helps fight visible signs of aging using peptides, or short amino acid chains, that act as messengers to aid skin's natural cell turnover while promoting elasticity and tone.

“Your neck is exposed to environmental stress just as much as your face and hands,” explains Gloria Ortiz, licensed esthetician at DHC USA's headquarters in San Francisco, California.

“Youthful skin contains healthy fibroblast cells, which produce the essential skin-supporting proteins collagen and elastin. As we age, however, exposure to free radicals can inhibit the energy needed to carry out essential skin-supporting functions. Neck Treatment Essence Peptides contains peptides that help support skin's natural collagen and elastin to help your neck and décolleté look and feel firm, supple, and resilient.”

Usage

After cleansing, dispense 2–3 pumps of DHC Neck Treatment Essence Peptides into your palm and pat gently around the neck and décolleté area using your fingertips. For added softening benefits, follow with your favorite DHC moisturizer. DHC's airless pump technology helps ensure optimal freshness, but for best results, refrigerate after opening.

Availability

Neck Treatment Essence Peptides is available by catalog or via www.DHCcare.com at an introductory price of \$28.00 per 1 fl. oz. through July 31, 2007, and thereafter at its regular price of \$38.00. 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 more than 1,500 quality products, including skincare products, 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. And in 2007, DHC celebrates 10 years of mail-order distribution in the United States. DHC products are never tested on animals.