



DHC USA Inc. introduces Easy Care Milky Lotion

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DHC USA Inc. continues its product expansion with the introduction of the Easy Care Milky Lotion series—lotions that help tone and hydrate skin in one easy step. DHC makes Easy Care Milky Lotion for oily, normal and dry skin types so that a wide range of people can enjoy this multipurpose product. Each lightweight oil-free formula absorbs quickly without clogging pores, leaving your skin feeling hydrated and your complexion more balanced. Nourishing and moisture-binding lecithin, aloe leaf extract, and vitamins A and E help soothe and soften your skin and leave it feeling protected and renewed.

“DHC Easy Care Milky Lotion is an excellent option for someone who has very little time to follow a multistep skincare program,” explains Hadrian Miguel, licensed esthetician for DHC USA’s headquarters in San Francisco, California. “This product is very convenient—it tones and moisturizes in just one easy step. You can use it alone or follow it with a creamier moisturizer, as needed.”

Special Ingredients

This complexion-balancing lotion is formulated with both toning and hydrating ingredients, including polyglutamic acid, a component that exists naturally in skin to help protect it from irritants and dryness; ceramide, skin’s essential lipid; chlorella, an antioxidant-rich marine algae; the emollient evening primrose; and brightening licorice. Each formulation contains unique ratios of these ingredients to best complement individual skin types—whether oily, normal, or dry.

Pricing, Availability, and Usage

DHC Easy Care Milky Lotion is available at the special price of \$13.50 for 2 fl. oz. through August 31, 2005, and thereafter at its regular price of \$18.00. It 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.

Usage: Simply spread the product across your palms and gently massage onto your face. DHC Easy Care Milky Lotion is a light-feeling moisturizer that absorbs quickly, so you can wear it under makeup without the worry of being weighed down. Use morning and night for optimal results.

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, Switzerland, Hong Kong, Thailand, 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.