



## DHC USA Inc. debuts uniquely nourishing Germinated Brown Rice

### SAN FRANCISCO, Calif., August 9, 2005—

DHC Fine Foods introduces Germinated Brown Rice, a hearty, healthy 100% brown rice, grown in Japan. It is carefully selected for quality, then allowed to naturally germinate just until it begins to sprout to liberate nutrients and achieve maximum nutritional value. Germinating also causes the exterior skin of the rice grain to become softer, which makes it easier to digest and gives it a sweeter flavor. DHC Germinated Brown Rice is a naturally low-fat food and a good source of protein and thiamin (vitamin B1). Use it to replace less nutritious polished white rice and regular brown rice in all your favorite recipes.

“We believe in optimal wellness at DHC—whether it’s for your skincare or nutritional needs. That’s why our Germinated Brown Rice is the right choice for you and your family,” explains Hadrian Miguel, licensed esthetician at DHC USA’s headquarters in San Francisco, California. “Because of the natural germination, it’s different from other rice you find in supermarkets. And not only is our Germinated Brown Rice rich in nutrients, it also tastes great.”

### Process of Germination

During the process of germination, when seeds begin to sprout, saccharification occurs, breaking complex carbohydrates into simple sugars and softening the nutritive tissue surrounding the embryo of plants. Enzymes are thus activated, which increases the amount of digestible vitamins, minerals, and amino acids.

### Pricing, Availability, and Instructions

DHC Germinated Brown Rice is available at \$4.50 for 17.6 oz. Net wt. 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 skincare product samples, including our most popular product worldwide, Deep Cleansing Oil.

**Cooking Instructions:** Place 1 cup of rinsed, drained DHC Germinated Brown Rice and 1-1/4 to 1-1/2 cups of cold water in a medium saucepan. Cover and bring to a boil. Reduce heat and simmer rice about 35–40 minutes or until all water has been absorbed.

### 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.

