

# DHC USA Inc. introduces new Nail Make and Nail Trial “Naturals”



Five creamy-colored additions to the  
DHC nail polish collection



## SAN FRANCISCO, Calif., August 5, 2005—

DHC USA Inc. unveils DHC Nail Make “Naturals”—five neutral shades that suit any skin tone. The new creamy colors are Natural Milk Beige, Natural Coral, Natural Pink, Natural Rose, and Natural Beige. A single coat gives a sheer, translucent look; two coats create a shinier look. DHC Nail Make dries quickly and has staying power, so you don’t have to spend valuable time on bothersome touch-ups. Also, all Nail Make colors give nails shine and strength, and are toluene-free, making them gentle on nails.

Small versions of these creamy Nail Make colors are also available in new Nail Trial “Naturals.” These petite tubes provide up to four manicures per color and can be paired with DHC’s Nail Trial Case, a convenient container sold separately that’s specially designed to hold up to four Nail Trial shades. DHC’s Nail Trial and Nail Trial Case make it easy to travel with your favorite colors and also offer customers a creative way to test and try new shades, taking the guesswork out of finding the perfect nail color.

“These colors are so neutral, they can be worn with anything,” says Gloria Ortiz, esthetician and beauty expert at DHC’s headquarters in San Francisco. “No more changing your nail color with every outfit. The ‘Naturals’ color palette is my absolute favorite of all DHC Nail Makes. When I give myself an at-home manicure and pedicure, I use two coats of Natural Coral (my personal favorite), then I finish with DHC Top Coat for longer wear and shine.”

## Pricing, Availability, and Usage

DHC Nail Make is available at the special price of \$3.50 for 0.27 fl. oz. through August 31, 2005, and thereafter at its regular price of \$4.50. DHC Nail Trial is available at the special price of \$1.25 for 0.06 fl. oz. through August 31, 2005, and thereafter at its regular price of \$1.50. DHC Nail Make and Nail Trial are 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: Starting with the center of the nail, brush onto the nail from the base toward the tip, then do the sides. For best results, apply DHC Base Coat before Nail Make and DHC Top Coat after.

## 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.