



DHC USA Inc. targets age-prone areas with new Revitalizing Moisture Strips: Mouth and Revitalizing Moisture Strips: Neck

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DHC USA Inc., a Japanese skincare leader, launches Revitalizing Moisture Strips: Mouth and Revitalizing Moisture Strips: Neck—special moisturizing gel sheets that help combat slackness and uneven tone in the areas prone to the first signs of aging. The high-polymer gels are infused with beautifying ingredients and adhere to skin to aid in soothing and softening and also in removing old skin cells from the surface. Aloe leaf juice and alpha-arbutin (chosen for its ability to brighten skin) help revive skin that has been damaged by sun or compromised by age.

“These products are great for targeting fine lines that appear around the neck and mouth,” explains Gloria Ortiz, licensed esthetician and trainer for DHC USA’s headquarters in San Francisco, California. “Not only are Revitalizing Moisture Strips: Mouth and Revitalizing Moisture Strips: Neck effective for hydration, but they also help fight the signs of aging with olive leaf extract, alpha-arbutin, kudzu, tartaric acid, and chlorella, which plumps to protect against moisture loss. I love the way these ingredients leave my skin looking firmer, brighter, and refreshed.”



Revitalizing Moisture Strips— A New Kind of Facial Mask

Facial masks serve a variety of different functions: for example, mud masks absorb oil, hydrating masks moisturize. Revitalizing



Moisture Strips are the latest innovation in facial masks. The high-polymer gel allows each strip to deliver a continuous concentrated flow of nutrients. As we age, our skin produces less sebum and becomes more vulnerable to the harsh effects of the sun, a dry climate, and indoor heat. The result is decreased suppleness, softness, and smoothness. Using Revitalizing Moisture Strips regularly offers an effective way to provide nutrients to skin cells and helps your complexion stay soft and supple to better resist the damage that dryness causes.

Brightening Wonder: Alpha-Arbutin

One factor that contributes to uneven skin tone is discoloration, which begins developing as early as our late 20s. Discoloration is the result of deposits of melanin that get trapped in our skin (mostly on sun-exposed areas, including the face, neck, and back of hands) when aging or sun damage slows our skin’s defenses and normal cell turnover. When turnover is slow, dull and lifeless cells can accumulate on your complexion’s surface and darken your skin’s natural glow.

Even with the great advancements in beauty technology over the last century, there continue to be only two options for correcting an uneven and dull complexion: harsh chemical bleaching agents, which can harbor a host of side effects, or natural ingredients, which do not necessarily provide the desired improvement. DHC solves this dilemma with a lab-developed form of arbutin known as alpha-arbutin. This synthesized version is more effective and more stable than its natural counterpart. Alpha-arbutin is a gentle skin-brightening solution that helps clarify your

complexion and illuminate a dull and uneven skin tone over time with a formula that is much more delicate on the skin than bleaches and chemical peels.

Pricing, Usage, and Availability

Revitalizing Moisture Strips: Mouth are available at the special price of \$5.50 for six applications through November 30, 2005, and thereafter at the regular price of \$7.50. Revitalizing Moisture Strips: Neck are available at the special price of \$6.75 for six applications through November 30, 2005, and thereafter at the regular price of \$9.00. To use, peel away the film backing, adhere the strip to the designated area, and leave on for 20 to 30 minutes.

DHC Revitalizing Moisture Strips: Mouth and DHC Revitalizing Moisture Strips: Neck 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.

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, 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.