

DHC USA Inc. unveils new, easy-to-use Eyelash Curler

Lovely-looking lashes just in time for the holiday season



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Utilizing the latest research in eye care, DHC USA Inc., a distinguished provider of high-quality beauty products and makeup, announces its new Eyelash Curler to help you achieve beautifully curled eyelashes with a gentle touch. Each Eyelash Curler is fashioned with a resilient rubber strip to help you obtain that perfect curl—even on the most stubborn lashes. It comes with one additional replacement strip, but you can also purchase Eyelash Curler Refill Strips, in sets of two. The durable, gold-colored tool boasts a pinch-free, compact design that is a must-have for every makeup bag.

Hadrian Miguel, licensed esthetician at DHC USA's headquarters in San Francisco, California, elaborates: "Our Eyelash Curler has a special design that is curved at an angle in order to suit all eye shapes. Its long-lasting rubber base instantly creates more upswept, natural-looking lashes."

Usage

Gently depress the Eyelash Curler onto the base of your lashes and hold for five seconds. Move curler from the base toward the middle of your lashes and repeat. Follow with your favorite DHC mascara.

Availability

DHC Eyelash Curler is available by catalog or via www.dhccare.com at the special price of \$7.50 through December 31, 2006, and thereafter at its regular price of \$9.50. Eyelash Curler Refill Strips (contains two strips) are also available at an introductory price, \$1.25 through December 31, 2006, and thereafter at the regular price of \$1.50. When ordering online or by phone, fax, or mail, shoppers can have their products delivered directly to their home or office. And with every purchase, customers may make four free selections from a wide variety of skincare 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, vitamins, and more. DHC was founded in Japan more than 25 years ago and now has offices in South 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. DHC skincare products are never tested on animals.