



DHC USA Inc. Introduces Amino Acid Powder, Collagen Powder, Elastin Powder, and Hyaluronic Acid Powder

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DHC USA Inc. introduces Amino Acid Powder, Collagen Powder, Elastin Powder, and Hyaluronic Acid Powder. DHC's Concentrated Powder series is created through a process of instantly freezing extracts together with nourishing emollients. These unique powder formulations—which liquefy on contact with skin to instantly penetrate—make it possible to apply a potent concentration. You can select powders to target your unique skincare concerns, including fine lines, uneven skin tone, dryness, and dullness. To address multiple skincare concerns, mix powders together to create your own personal combination.

“These products are absolutely great because you can customize your skincare regimen based upon your needs,” explains Hadrian Miguel, licensed esthetician at DHC USA's headquarters in San Francisco, California. “I use the Concentrated Powder series with Olive Virgin Oil to create a unique mega-moisturizer that gives me healthy-looking, vibrant skin. You can also apply the powders directly to skin to target areas of concern.”

Pricing, Usage, and Availability

DHC's Amino Acid Powder, Collagen Powder, Elastin Powder, and Hyaluronic Acid Powder will be available at the special price of \$14.00 each for 0.17 oz. Net wt. through January 31, 2006, and thereafter at the regular price of \$18.00.

Usage: After toning, dispense a small amount of powder into palm. Use ring finger to tap powder onto areas of concern. The powders also can be mixed together and/or mixed with your moisturizer.

DHC's Concentrated Powder series 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.

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.

Amino Acid Powder

Amino acids form the vital structure of the skin's outermost layer, retaining moisture while holding cells firmly together. As we age, the building blocks of protein become more vulnerable to the harsh effects of sun, dry climates, and indoor heat. The result is decreased suppleness, softness, and smoothness. Amino Acid Powder is ideal for soothing sensitive skin by maintaining skin's moisture balance.

Collagen Powder

Collagen is a natural substance within the skin that reduces water loss by forming a protective barrier. Unfortunately, collagen slowly breaks down over time. As we age, the skin's ability to replace damaged collagen diminishes, and more gaps and irregularities develop in the collagen layer. This process eventually leads to fine lines. Thus, one important purpose of an age-fighting regimen is to fortify the skin's collagen supply. Collagen Powder helps firm skin to promote a more youthful-looking appearance.

Elastin Powder

Elastin is a protein in skin. Working in partnership with collagen, elastin allows the body's organs to stretch and relax. Over time, the sun's ultraviolet light damages the elastin in the skin, and the breakdown of these fibers reduces the skin's ability to snap back after stretching. Elastin Powder is great for fine lines and to help promote elasticity.

Hyaluronic Acid Powder

Hyaluronic acid, a key component of collagen, is a substance that the body normally produces. It's what gives skin its volume and fullness. Hyaluronic acid also attracts and binds water, which helps maintain fullness of the skin. Use Hyaluronic Acid Powder to hydrate and soften skin and help stave off dryness and flakiness.