

# DHC USA introduces wrinkle-fighting EGF Cream

## Technologically advanced moisturizer embodies affordable luxury



**SAN FRANCISCO, Calif., January 1, 2009—**

In an economy in which many are redefining “necessity,” DHC USA Inc., a distinguished provider of high-quality skincare products and makeup, advises customers not to shop less—just smarter. Luxurious new EGF Cream, the first moisturizer in the company’s Luxe series of skincare products, features epidermal growth factor technology to promote skin vitality and fight visible signs of aging. Enriched with vitamins A, C and E, essential amino acids, and nourishing botanicals, including olive oil and shea seed butters, this intensive moisturizer helps bolster skin’s defenses against the onset of aging while encouraging natural cell turnover.

“This is the most advanced cell-revitalizing moisture treatment we’ve developed so far,” states Miles Perdiguerra, Marketing Director at DHC USA, headquartered in San Francisco, California. “We know our customers, and what they are interested in is high-performance results. Our new Luxe line delivers this and more, at a price considerably lower than its department store counterparts.”

### What Is EGF?

EGF stands for epidermal growth factor, a polypeptide (made up of 53 amino acids) existing naturally in your skin that helps promote cell revitalization. Stanley Cohen, an American biochemist, was awarded the Nobel Prize in 1986 for his work with EGF. As we age, our natural levels of EGF dissipate, which can affect your natural skin cell turnover rate. This results in familiar signs of aging, including wrinkles and loss of elasticity.

### Usage

After removing makeup, washing and toning your complexion, smooth evenly over face. For best results, use in conjunction with your favorite DHC products.

### Availability

DHC EGF Cream is priced at \$89.00 for 1.2 oz. Net wt. and is available by catalog or via [www.DHCcare.com](http://www.DHCcare.com). Whether ordering online or by phone, fax or mail, customers can have their products delivered straight to their home or office. And with every order, DHC 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 more than 1,500 quality products, including skincare items, makeup, fine foods, supplements and more. DHC was founded in Japan more than 25 years ago and has offices in Korea, Taiwan, Hong Kong, Canada, Great Britain 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. In 2007, DHC USA celebrated ten years of mail-order distribution in the United States. DHC products are never tested on animals.