

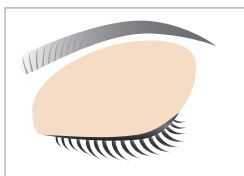
DHC USA launches cutting-edge Mascara Perfect Pro Double Protection

Tubing technology encapsulates every lash for longer-lasting “wow” factor

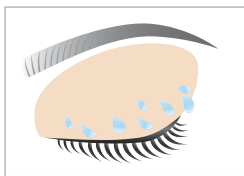
SAN FRANCISCO, Calif., May 1, 2009—

You can safely eliminate the words flaking, smearing and smudging from your vocabulary, as DHC USA Inc., a distinguished provider of high-quality beauty and skincare products, proudly introduces Mascara Perfect Pro Double Protection into its popular line of makeup products. This long-lasting water- and oil-proof formula stays on until you take it off, thanks to an innovation called *tubing*. Your lashes are actually encapsulated in tiny polymer tubes that enhance all day and night long for the lush, beautiful eyelashes that are sure to get you noticed. Best yet—you'll no longer require special makeup removers to take off your mascara. The next generation of eye makeup has definitely arrived.

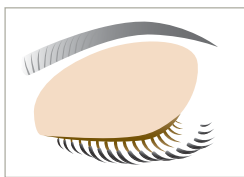
“Tubing technology is a revolutionary breakthrough for modern mascaras,” states Miles Perdiguerra, Marketing Director at DHC USA, headquartered in San Francisco, California. “Women will feel instantly spoiled by feathery coverage that lasts and lasts, from day into night—until they decide to remove it.”



Finally, a smudge-free mascara that stays on until you take it off!



When you're ready to wash it off, simply splash plenty of warm water on your lashes—no makeup remover necessary.



Wait a few seconds, then slowly slide the tubes off your lashes by pinching your fingertips together at the base of lashes and pulling gently.



Black

Usage

Place the brush at the base of lashes and gently sweep up to the tip. To remove mascara, wet lashes with warm water only (no makeup remover necessary) and gently slide the mascara tubes away from your lashes using your fingertips.

Availability

Mascara Perfect Pro Double Protection is priced at \$17.50 for 0.17 oz. Net wt. and is available by catalog or via 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.