NEW Brightening sheet mask from DHC

Alpha-Arbutin White Mask now with 43% more serum

SAN FRANCISCO, Calif., April 17, 2014—Fight dark spots and uneven skin tone caused by UV rays and aging with DHC USA’s newly reformulated Alpha-Arbutin White Mask—now with 43% more serum. This soft paper sheet mask conforms to skin’s surface and imparts its hydrating formula to help give skin a more luminous look. Brightening ingredients include alpha-arbutin, vitamin C, mulberry, peony and kudzu. Its innovative design includes flaps at the temples—fold them over for greater saturation of serum at the vulnerable eye area.

“DHC has long been a leader in creating high-quality and effective sheet masks,” says Miles Perdiguerra, Director of Marketing at DHC USA, Inc., headquartered in San Francisco. “New Alpha-Arbutin White Mask provides even more hydration and the greatest concentration of brightening ingredients that we’ve ever offered in a sheet mask for a complexion that’s even-toned and radiant. Plus, at just $4.50 per mask, American beauty consumers can try this innovation that’s emerging as one of the year’s biggest trends in beauty.”

Usage
1. Cleanse thoroughly before applying.
2. Hold tab with a slit in your left hand and the other tab in your right hand.
3. Pull tab to open sheet and place on your face.
4. Leave on for 20 minutes, then remove, pressing the remaining fluid onto skin.
5. Follow with your regular DHC skincare regimen.
Note: If desired, flip the flaps over the eye area for more brightening.

Product information
Alpha-Arbutin White Mask
1 sheet
$4.50

Availability
Alpha-Arbutin White Mask is available via catalog or DHCare.com.

About DHC
DHC Corporation is one of the world’s leading manufacturers and marketers of high-quality products, including skincare items, makeup, fine foods and more. DHC was founded in Japan more than 30 years ago and has offices in Korea, Taiwan, Hong Kong, France 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 2012, DHC USA celebrated 15 years in the United States.

Media Contacts
Patricia Bello | 415.908.1401 ext. 4105 | PBello@DHCare.com
Leslie Hoffman | 415.908.1401 ext. 4120 | LHoffman@DHCare.com
Angela Purcaro | 415.908.1401 ext. 4143 | APurcaro@DHCare.com