

December 14, 2012

Company Name: POLA ORBIS HOLDINGS INC.
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Establishment of new organization within POLA ORBIS HOLDINGS, and personnel changes at POLA ORBIS HOLDINGS and Group companies

The POLA ORBIS Group hereby announces that on January 1, 2013, it will establish a new organization, as described below, within POLA ORBIS HOLDINGS INC., and will implement the following personnel changes at POLA ORBIS HOLDINGS and Group companies. The new directors of the subsidiaries will assume office following approval by the Extraordinary General Meetings of Shareholders and meetings of Board of Directors at each company, scheduled for December 28, 2012.

1. Establishment of new organization within POLA ORBIS HOLDINGS (effective on January 1, 2013)

- (1) The Group's medium- to long-term management challenge is to raise the overseas sales ratio to 20% or higher by 2020. To achieve this, the Group has established the Global Business Strategy Office under the supervision of the director in charge of Management Planning and Finance, with the goal of formulating marketing strategies tailored to each country and region, while harnessing synergies as it promotes overseas expansion of Group company brands.
- (2) The Group plans to appoint Robert F. Seidl, the current President & CEO of H2O PLUS HOLDINGS, LLC, as Chief Global Business Strategy Officer in charge of the Global Business Strategy Office.

2. Personnel changes at POLA ORBIS HOLDINGS and Group companies (effective on January 1, 2013)

POLA ORBIS HOLDINGS INC.

Appointed

New position	Name	Current position
Corporate Officer in charge of Legal & General Affairs, Human Resource and Information Management	Keiji Watanabe	General Manager of Legal & General Affairs
Chief Global Business Officer	Robert F. Seidl	President & CEO of H2O PLUS HOLDINGS, LLC (retiring)

POLA INC.

Appointed

New position	Name	Current position
Director in charge of Direct Sales Cosmetics Business	Isao Aoyagi	Corporate Officer in charge of Direct Sales Cosmetics Business
Corporate Officer West Tokyo Area Manager	Takashi Shimokurosawa	Executive Vice President of ORBIS Inc. (retiring)

Retiring

Current position	Name	New position
Director in charge of Quality Assurance and Customer Service	Makoto Tashiro	Corporate Auditor of POLA PHARMA INC. (appointed) Corporate Auditor of KAYAKU CO., LTD. (appointed)

Change in supervisory roles

New supervisory role	Name	Current supervisory role
Director in charge of Logistics Planning & Development, Information Systems, EC Development and Quality Assurance	Shigeo Takatani	Director in charge of Logistics Planning & Development, Information Systems and Web Development
Corporate Officer in charge of POLA THE BEAUTY, Sales Quality and Customer Service	Taeko Nishihara	Corporate Officer in charge of Process Management & Improvement
Corporate Officer in charge of Product Planning & Promotion and Beauty Research	Miki Takenaga * Maiden name used within the company is Oikawa.	Corporate Officer in charge of Product Planning and Promotion

ORBIS Inc.

Appointed

New position	Name	Current position
Executive Vice President in charge of Internal Control, Fulfillment and CRM	Nobuhisa Komiya	Executive Vice President of POLA PHARMA INC. (retiring)
Corporate Auditor	Toshiaki Iso	Corporate Auditor of POLA PHARMA INC. (retiring)

Retiring

Current position	Name	New position
Executive Vice President in charge of Home Shopping Business, Store Business, International Business, Product Development, Fulfillment and CRM	Takashi Shimokurosawa	Corporate Officer of POLA INC. (appointed)
Corporate Officer in charge of International Business	Kazuya Sugimoto	Internal Audit Office at POLA ORBIS HOLDINGS INC.

Change in supervisory role

New position	Name	Current position
Executive Vice President in charge of International Business and Corporate Control	Yoshifumi Abe	Executive Vice President in charge of Human Resources, General Affair, Corporate Control, Accounting, Information Systems and Restructuring Main System Project

POLA CHEMICAL INDUSTRIES INC.

Appointed

New position	Name	Current position
Senior Executive Vice President, and Director of POLA ORBIS HOLDINGS INC.	Takao Miura	Executive Vice President of POLA ORBIS HOLDINGS INC.
Corporate Officer in charge of Production and Shizuoka Factory Manager	Katsuyoshi Kato	Shizuoka Factory Manager

Retiring

Current position	Name	New position
Executive Vice President in charge of Quality Assurance	Hisao Iwabuchi	Corporate Auditor of POLA CHEMICAL INDUSTRIES INC. (appointed)
Corporate Auditor	Fumihiko Sano	Corporate Auditor of POLA INC. (continuing)

Change in supervisory role

New supervisory role	Name	Current supervisory role
Director in charge of Purchasing and Personnel	Satoru Okajima	Director in charge of Sales and Purchasing
Director in charge of Production Planning, Development and Quality Assurance	Kazuhiro Nishikata	Director in charge of Production and Development
Corporate Officer in charge of Corporate Planning and Sales	Kazuya Kugimaru	Corporate Officer in charge of Corporate Planning and Personnel

Jurlique International Pty Ltd (Australia)

Appointed

New position	Name	Current position
Director	Ken Horikawa	General Manager of Management Planning at POLA ORBIS HOLDINGS INC. (continuing)

Retiring

Current position	Name	New position
Director	Takako Konishi	Executive Vice President of POLA INC. (continuing)

H2O PLUS HOLDINGS, LLC (U.S.A)

Appointed

New position	Name	Current position
President & CEO	Richard R. Ruffolo	New recruitment *Please refer to "Reference information" below.

Retiring

Current position	Name	New position
President & CEO	Robert F. Seidl	Chief Global Business Strategy Officer at POLA ORBIS HOLDINGS INC.

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Appointed

New position	Name	Current position
Director in charge of Sales and International Business	Hiroyuki Kumagai	General Manager of Sales Headquarter

Retiring

Current position	Name	New position
Director in charge of Planning and Control	Masae Akahane	B-to-B Business Unit at POLA INC.

POLA PHARMA INC.

Appointed

New position	Name	Current position
Director in charge of Control, Purchasing and Reliability Assurance	Masahiko Tsuchiya	General Manager of Reliability Assurance
Corporate Auditor	Makoto Tashiro	Director of POLA INC. (retiring)

Retiring

Current position	Name	New position
Executive Vice President in charge of Corporate Planning, Control, Purchasing and Reliability Assurance	Nobuhisa Komiya	Executive Vice President of ORBIS Inc. (appointed)
Corporate Auditor	Toshiaki Iso	Corporate Auditor of ORBIS Inc. (appointed)

Reference information

Change of President & CEO at H2O PLUS HOLDINGS, LLC

Background:

Robert F. Seidl will leave his current position as President & CEO of H2O PLUS HOLDINGS, and assume the role of Chief Global Business Strategy Officer at POLA ORBIS HOLDINGS on January 1, 2013. On the same day, Richard R. Ruffolo will be appointed as the new President & CEO of H2O PLUS HOLDINGS.

Profile:

Richard R. Ruffolo has worked mainly at US companies, where he has held key positions supporting the continued growth of brands within the cosmetics and daily sundries industry. Mr. Ruffolo also has experience in global promotion of consumer goods, and will play an important role in driving the growth of the H2O PLUS brand as it continues its aggressive overseas expansion.

Key career information:

Mr. Ruffolo has worked at The Yankee Candle Company, Inc., Bath & Body Works LLC, and S. C. Johnson & Son, Inc., in the role of Senior Vice President and in other positions.