

NEWS RELEASE

The POLA ORBIS Group introduces new product at subsidiary H2O PLUS; First step of plan for synergies between the technological strength of POLA CHEMICAL INDUSTRIES and the global sales network of H2O PLUS

The POLA ORBIS Group, which acquired H2O PLUS HOLDINGS, LLC (Head Office: Chicago, USA) in 2011, is launching a new skincare product that leverages the Group's research capabilities. This launch is the first step of a plan to harness synergies within the Group. The new product, *Total Source Night Cream* (US\$95.00: 50ml) combines the anti-aging knowledge in which POLA CHEMICAL INDUSTRIES INC. excels and the sea-derived skincare technologies in which H2O PLUS excels. The launch marks a starting point from which the Group will seek to increase brand cachet and expand sales by creating high added-value products through joint development. The Group will also continue to cut costs and promote greater efficiency through joint-procurement of cosmetic ingredients as it endeavors to generate further synergies.



Product outline

Product name:	<i>Total Source Night Cream</i>
Launch date:	September 3, 2012
Price and volume:	US\$95.00: 50ml
Description:	Designed to improve five skin concerns Reduces wrinkles and dark spots, firms up sagging skin, supplies nutrients, and provides protection

Target countries

U.S.A., Canada, Thailand, Malaysia, India, Indonesia, South Korea, Costa Rica, Turkey and Mexico
Plan to launch sales in China from 2013
Note: At present, there is no plan for a launch in Japan.

Sales channel

H2O PLUS HOLDINGS' directly operated stores and agents, websites, and duty-free stores

Company outline

Company name:	H2O PLUS HOLDINGS, LLC
Established:	1989
Capital:	US\$35,663 thousands (As of the end of December 2010)
Address:	845 West Madison Street, Chicago, IL
Business description:	Marketing sea-derived natural skincare products in 25 countries, mainly in North America and Asia. Conducting sales at directly operated stores in North America and via agents in various countries around the world at department stores and specialty cosmetics stores, as well as through other channels. Joined the POLA ORBIS Group in July 2011.

Contact information for inquiries

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