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FOR IMMEDIATE RELEASE

Noevir Leads Innovation: Ranked Among the Best by Japan Patent Office

Tokyo, Japan, July 13, 2007—Long known for its commitment to research and development, Noevir has now been recognized as a leading innovator in the cosmetics industry by the Japan Patent Office. Based on a 2005 survey, Noevir was ranked third in the industry for both the quantity and quality of patents. The ranking is a key measure of intellectual property management and a high ranking illustrates a commitment to bringing innovative, effective products to market.

Noevir competed head-to-head with Japanese household product giants, including multi-national companies with annual sales of over one billion dollars. Noevir outperformed many of the global giants and placed third in the household goods and cosmetics category. Companies were ranked based on the percentage of domestic and international applications that actually resulted in patents. Only companies that submitted more than 50 patent applications were considered.

This ranking has cemented Noevir's position as a global leader in cosmetic innovation, particularly in the development of new effective ingredients. Some of these revolutionary ingredients include Chinese fan palm extract, which encourages collagen production and is used in Liftenser Q10 special treatment, and fern extract, which helps to neutralize the effects of free radicals used in Circu Night DN-Aqua treatment masque.

Noevir is deeply committed to research and development activities as a means of driving innovation. The company has a network of laboratories throughout Japan as well as the R&D facility in Montvale, New Jersey. These facilities conduct a wide range of research on natural ingredients, emerging technologies and the science of beauty. Noevir strategy focuses on bringing these pioneering ingredients and technologies to the customer.

Noevir is actively managing its intellectual property portfolio and hopes to build an international reputation for innovative products. Moving forward, the company will continue to expand the boundaries of cosmetics and nutritional products.

About Noevir USA, Inc.

Noevir brand has been synonymous with high performance skincare and cosmetics for 29 years in Japan and is ranked among the top 50 beauty companies in the world according to *WWD Beauty Biz Magazine* (a Fairchild publication). Noevir cosmeceuticals are distinguished by their ultra-refined ingredients and anti-aging benefits, developed without animal testing by the company's on-staff chemists in Japan. A rare ISO 9001/14001 certification is evidence of Noevir's steadfast commitment to strict quality standards and a compelling testament to the company's dedication of combining the very best of science and nature.

With U.S. headquarters based in Irvine, California, Noevir maintains sales offices in Montvale, NJ and Honolulu, HI.

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