

As Seen In

WWD BEAUTYBIZ

magazine

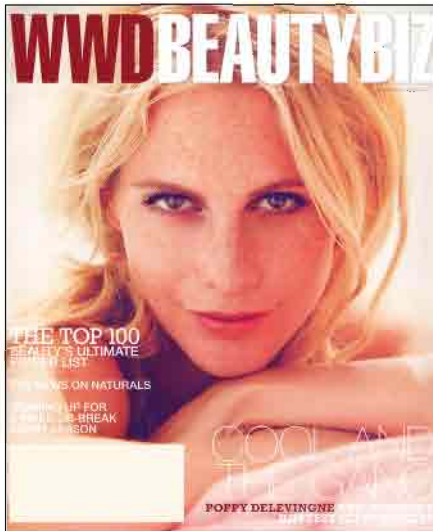
August 2008

NOEVIR

where beauty is science

1095 Southeast Main Street
Irvine, CA 92614

Contact: Rachel Yoo
800-872-8817 x3881
www.NoevirUSA.com



50

NOEVIR GROUP TOKYO

\$ 323 MILLION (EST.)
¥ 38.03 BILLION (EST.)
▲ 1.7% V. '06 (EST.)



Noevir Co. Ltd.: Speciale Line, 505 Line, 105 Line, 99 Line, Extra Line, NHS Line, Whiteness Concentrate KJ, Raysela Suncare Line, Noevir 5 Makeup Line, Tokara Sea Mineral Toiletries. Tokiwa Pharmaceutical Co. Ltd.: Nov Oliogomarine Line, Nov III Skincare Line, Sana Excel Makeup, Sana Natural Resources, Sana Nameraka Honpo, Sana Maikohan Makeup.

In October 2007, Noevir was listed on the Second Section of the Tokyo Stock Exchange to better provide funds for new avenues of growth for both the company and its shareholders. The firm was delisted from the JASDAQ Securities Exchange this January. The company attributed its modest sales gain to increased recognition of its soy-based Sana Nameraka Honpo skin care. Recently, Noevir has focused on strengthening sales of its existing skin care products. In November 2007, it opened two showrooms in Japan, where customers can sample products. Noevir has more than 180,000 independent salespeople in Japan and generates over 95% of its business domestically. Its main international markets are Taiwan, South Korea, China, Canada and the U.S.