

As Seen In

WWD BEAUTYBIZ

magazine

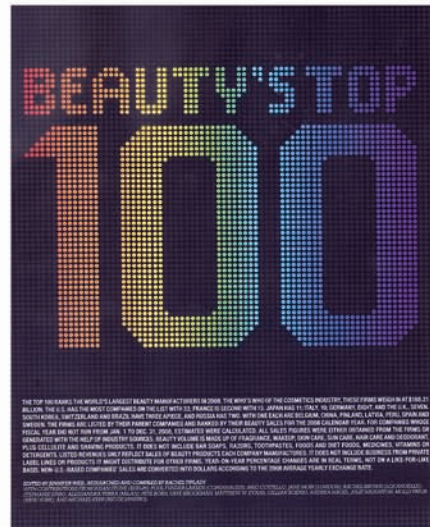
August 2009

NOEVIR

where beauty is science

1095 Southeast Main Street
Irvine, CA 92614

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



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NOEVIR GROUP
TOKYO

\$ 368.6 MILLION (EST.)
¥ 38 BILLION (EST.)
FLAT V. '07 (EST.)



Noevir Co. Ltd.: Speciale Line, 505 Line, 105 Line, 99 Line, Extra Line, NHS Line, Fairydew, Raysela Sun Care Line, Noevir 5 Makeup Line, Tokara Sea Mineral Toiletries. Tokiwa Pharmaceutical Co. Ltd.: Nov Oliogomarine Line, Nov III Skincare Line, Act-Nov A, Sana Excel Makeup, Sana Natural Resources, Sana Nameraka Honpo, Sana Maikohan Makeup.

Brisk sales of Noevir's luxury Speciale Line and herb-infused 505 Line helped keep its business on an even keel last year. Speciale Cream N claims a top position in Japan's luxury skin care market in terms of units sold, according to the company. In the Sana line, soy-based Sana Nameraka Honpo skin care products registered a favorable sales performance. In September 2008, Tokiwa launched the Act-Nov A acne treatment. The company opened its second store in Shanghai in August 2008. Noevir has a network of more than 180,000 independent sales representatives in Japan. It generates less than 5% of company sales abroad, where its key markets remain the U.S., Canada, Taiwan, China and South Korea.