

Press Release

for Immediate Release

9 October 2010

**“Brand new brush lines of Mizuho Brush will be released at Cosmoprof Asia 2010
15th edition in Nov.10”**

: Inspired by 180 years’ tradition & craftsmanship of Kumano, Japan



Color your Beauty, Mizuho Brush “MB series”



○ **Brand new product release at 「COSMOPROF ASIA 2010」** ○

Hiroshima, Kumano, Japan — Mizuho Brush Co., Ltd in Japan announces our 3rd exhibition with honor to worldwide cosmetic exhibition, Cosmoprof Asia 2010 dating from 10 Nov. 2010 to 12 Nov.2010 at Hong Kong Convention & Exhibition Centre.

Brand new products - Mizuho hereby release their brand new makeup brush line “CMP series” & MB series” which can be fit and attractive to worldwide cosmetic professionals.

Mizuho Brush Co., Ltd. (Japan) - was founded by current CEO Mr. Taiji Shakuda in 1980. Kumano town in Hiroshima, where Mizuho Brush locates, is well known as “Brush making town” with 180 years’ history of calligraphy, painting brushes. In the end of 1960’s, Mr. Shu,

the founder of "Shu Uemura", collaborated with joint team of Kumano brush makers. Thru their perfected brush development soon incurred Chemical Reaction and produced high quality brushes of UNCUT and prompt Stiffness with High Quality brush tips, and the products are soon accepted and inspired by worldwide cosmetic brand and the sophisticated makeup professionals, so on. And matter of course, "Kumano brushes, made in Japan" becomes to be well known and recognized to be synonymous of high quality brushes, among the professionals & major Cosmetic makers.

"UNCUT, prompt Stiffness of brush tips" -- One of the most unsurpassed, remarkable specification of the Mizuho Brush is "UNCUT and prompt Stiffness of brush tips" which is produced by coordination & development of finishing the high grade brush hair.

"3rd appearance at Cosmoprof Asia 2010" by Mizuho -- This is our 3rd appearance at Cosmoprof Asia. We welcomed more than 250 visitors in Cosmoprof Asia 2009. And this year, we are seeking to meet more deal with whom are keen and potential to develop the business with us by high quality tools.

During the show, Mizuho staffs from head office who can speak English will attend and promote our brand new brush lines with sincere and responsible. And also, all the visitors; the makeup professionals, cosmetic makers or retailers can be given the initial proposal from Mizuho upon your needs, which can be enjoyed the benefit of direct shipping price and services from Japanese brush maker.

Hoping you may be encouraged and inspired by our brushes in holding brushes yourself and may feel the craftsmanship, exquisite softness and stiffness of Mizuho Brushes.

We look forward to see you at Japanese Pavillion booth # 1E-B3D in Hall 1E !

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VISITOR INFORMATION:

Show duration : 10th to 12nd November 2010, 9:30 am - 6 :30 pm.

Venue : The Hong Kong Convention and Exhibition Centre

Mizuho Booth : #: **1E-B3D (@ Japanese Pavillion)**

EXHIBITION ITEMS:

Our flagship brand, "**Mizuho Brush**" all hand-made in Japan

1) "**CMP series**" (Newly released)

20 pcs' Brand new brush lines for makeup & nail design

2) "**MB series**" (Released in 2008)

18 pcs' our top grade makeup brush lines

3) Nail design brushes, Face cleansing brushes

PUBLICITY IMAGES: High-resolution images are available for publicity use. Contact Osahiro Maruyama (Mr.) at email info@mizuho-brush.com



- **Mizuho Brush's Loyalty** <http://www.mizuho-brush.com/english/brush/loyalty.html>

Meeting application form

Kindly fill in & return this form if you would like to book the meeting with us at our booth.

Your company name		Country	
Your website (if any)			
You are working for	Distributor / Retailer / Academy / Salon / Others ()		
Visitor name in charge			(Mr. / Ms.)
Contact (email / phone)			
Scheduled Visit date & time	Nov 10 / 11 / 12 , AM / PM		

Contact Osahiro Maruyama (Mr.) at email info@mizuho-brush.com

or Fax # +81-82-854-0432

Your distributed personal information is to be promptly protected and administrated upon Mizuho Brush's policy.

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