



BEAUTY CHINA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Company Registration No. 118384)

APPOINTMENT OF FINANCIAL ADVISER

The board (the "Board") of directors of Beauty China Holdings Company (the "Company") wishes to inform the shareholders that the Company has appointed BNP Paribas Capital (Asia Pacific) Limited ("BNPP") as its financial adviser to assist the Company to review all strategic options including but not limited to co-ordinating with potential investors who are currently in discussions with the Company, introducing new strategic investors and undertaking rights issue with the aim to provide an optimal solution to address its going concern issue currently confronting the Company.

With BNPP's extensive network in the financial industry and proven track record in corporate advisory and restructuring, the Board is pleased to accept the appointment of BNPP as the Company's financial adviser and will work with BNPP to derive an optimal solution for the Company as soon as practicable in the interest of all stakeholders of the Company.

The Company will keep the shareholders informed and updated on material developments in respect of the above matters.

The Board would like to caution, however, that there is no assurance that any transaction will materialise arising from the above. Shareholders and investors are therefore advised to exercise caution in their dealings in the Company's shares. Further announcements will be made as and when appropriate in a timely manner.

ON BEHALF OF THE DIRECTORS

Wong Hon Wai
Chairman
15 May 2009