



BEAUTY CHINA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)
(Company Registration No. 118384)

POTENTIAL SALE OF SHARES BY THE MAJOR SHAREHOLDER

The Board of Directors of Beauty China Holdings Limited (the "Company") has been informed by Mr Wong Hon Wai ("Mr Wong") that he has been approached by a potential purchaser to consider a sale of all the Company's shares held by Lucky Gain International Limited (the "Potential Vendor"), being 137,456,007 shares representing approximately 38.57% of the share capital of the Company. The Potential Vendor is a company in which all its shares are beneficially owned by Mr Wong.

The Company has been informed that talks are currently taking place between Mr Wong and the potential purchaser.

Mr Wong has undertaken to keep the Board informed of any material development in respect of such talks or when he makes a decision.

The Board would like to caution, however, that there is no assurance that any transaction will materialise arising from the talks currently taking place between Mr Wong and the potential purchaser. Shareholders and investors are therefore advised to exercise caution in their dealings in the Company's shares. Further announcements will be released if and when appropriate.

ON BEHALF OF THE DIRECTORS

Wong Hon Wai

Chairman

3 March 2009