



BEAUTY CHINA HOLDINGS LIMITED

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

PROFIT GUIDANCE

In anticipation of the announcement of the results for the financial year ended 31 December 2008, and based on the preliminary unaudited management financial information available, the Board of Directors of Beauty China Holdings Limited (together with its subsidiaries, the "Group") would like to announce that, the Group is expected to report financial results for the three months ended 31 December 2008 ("4Q 2008") which may be worse than that for the corresponding quarter ended 31 December 2007.

Consumer spending in China in general has weakened since the recent global financial crisis, and the situation is enduring into 2009. The Group's financial performance has been adversely affected, and resulted in reduced revenue growth and slower collection of trade receivables. Consequently, the Group may be required to make additional provision for impairment of trade receivables in 4Q 2008.

Further details of the Group's financial performance will be disclosed upon the announcement of its unaudited results for the financial year ended 31 December 2008 on or before 27 February 2009.

ON BEHALF OF THE DIRECTORS

Wong Hon Wai
Chairman
12 February 2009