



BEAUTY CHINA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Company Registration No. 118384)

UPDATE BY THE BOARD OF DIRECTORS

The Board of Directors (the "Board") of Beauty China Holdings Limited (the "Company") wishes to update the market on the latest developments of the following matters:

1. Potential Investment in the Company

Further to the Company's announcements dated 12 March 2009 and 9 April 2009, the exclusivity granted to a potential financial investor has expired today, and the negotiations with this potential financial investor are still on-going.

2. Non-Binding Conditional Offer to the Company

Further to the Company's announcement dated 21 April 2009, the Company has today initiated discussion with the investors who gave the Company a non-binding conditional offer on 20 April 2009.

The Company is also exploring alternative options which may resolve the issues the Company is currently facing.

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 on a timely manner.

ON BEHALF OF THE DIRECTORS

Wong Hon Wai
Chairman
23 April 2009