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**REDESIGNATION OF GROUP CHIEF OPERATING OFFICER
AND
RESIGNATION OF CHIEF OPERATING OFFICER, CHINA**

REDESIGNATION OF GROUP CHIEF OPERATING OFFICER

The board of directors (the “**Board**”) of Natural Beauty Bio-Technology Limited (the “**Company**”) is pleased to announce that Mr. SHIAO Wen Chung (蕭文聰), alias Mark Shaw (“**Mr. Shiao**”), the Chief Operating Officer, Taiwan and other markets is re-designated as the Group Chief Operating Officer of the Company and its subsidiaries (the “**Group**”) with effect from 15 April 2009.

Mr. Shiao joined the Group on 16th October 2006 as the COO, Taiwan and other markets. Mr. Shiao graduate from the Department of Journalism of Taiwan Culture University in 1981. Mr. Shiao has over 25 years of operational management experience in the consumer goods industry. Prior to joining the Group, Mr. Shiao was the National Sales Director of Energizer Schick Taiwan Limited, leading the sales team of the company in the broad categories of household and personal care products in its global operation. He also worked for Warner-Lambert in Taiwan as the National Sales Director and Unilever Taiwan as the Channel Sales Manager. After the re-designation, Mr. Shiao will be responsible for the daily execution of strategic plans in all markets operated by the Group mandated by the Board.

Save as disclosed otherwise, as at the date of this announcement, Mr. Shiao does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company, nor does he have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Save as disclosed above, as at the date of this announcement, there is no information that is required to be

disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited or any other matters that need to be brought to the attention of the shareholders of the Company relating to this re-designation.

RESIGNATION OF CHIEF OPERATING OFFICER, CHINA

The Board announces that Ms. YEUNG WONG Sau Ping Betty (楊王秀萍) (“**Mrs. Yeung**”), has resigned as the Chief Operating Officer, China with effect from 15 April 2009 to devote more time to her other business engagement.

Mrs. Yeung has confirmed that she has no disagreement with the Board and the Company and there is no matter relating to her resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its gratitude to Mrs. Yeung for her outstanding contributions during the past two years since she joined the Group in January 2007.

By order of the Board
Natural Beauty Bio-Technology Limited
Dr. Tsai Yen Yu
Chairperson

Hong Kong, 15 April 2009

As at the date of this announcement, the Executive Directors of the Company are Dr. Tsai Yen Yu, Mr. Lee Ming Ta, Dr. Su Chien Cheng and Dr. Su Sh Hsyu. The Independent Non-executive Directors of the Company are Mr. Yeh Liang Fei, Mrs. Chen Shieh Shu Chen and Mr. Chen Ching.