

\*This is a joint news release by Oak Lawn Marketing, Inc. and FOX International Channels.

Jan 13, 2012

**New 8 week reality show of women pursuing true beauty**  
**“The Beauty Magic of Ines Lignon**  
**supported by Ines Secret™ ”**  
**Starts from January 18 on FOX bs238 & from January 20 on FOX!**

supported by INÉS SECRET  
**イネスの魔法**  
～あなたが変わるまで



FOX, a foreign drama & entertainment TV channel, run by FOX International Channels, (President, Yoshitsugu Koizumi and headquartered in Shibuya Ward, Tokyo) is pleased to announce that it is

broadcasting an original mini TV series for women, “The Beauty Magic of Ines Lignon supported by Ines Secret™” sponsored by Oak Lawn Marketing, Inc., (President, Harry A. Hill and headquartered in Higashi Ward, Nagoya) from January 18 on FOX bs238 and from January 20 on FOX.

“The Beauty Magic of Ines Lignon supported by Ines Secret™” is a reality show that follows women who are trying to refine themselves in 8 weeks in order to come closer to achieving their life goals and dreams. The 3 challengers are: Jessica, who is a candidate to become a new FOX reporter, and Chihiro and Kouko who were selected from a large number of applicants. These 3 challengers will undergo an 8 week program in the hope of achieving their dreams and own personal beauty with support from several professionals from the fashion and entertainment industries including Inés Lignon, the former national director of Miss Universe Japan, a global beauty and fashion expert.



They will also get advice from special guests: Ako Sakakura, a finalist from Miss Universe Japan 2007, a reporter for “FOX Backstage Pass” broadcasting on FOX bs 238 and FOX; Hiroko Mima, winner of Miss Universe Japan 2008 who now works as a model and MC; Mariko Takahashi, a model and actress who appears in many movies and TV commercials; and Leslie Kee, a professional photographer from Singapore.

“Inés Secret™” is a special 8 week program produced by Inés Lignon that helps women to refine themselves inside and out. You’ll be amazed at how much the women change through this program and obtain “true beauty” that comes from physical and also mental attractiveness.

FOX bs 238 and FOX continuously strive to provide TV shows to encourage women and to entertain viewers from all walks of life.

**Broadcast schedule of “The Beauty Magic of Ines Ligron supported by Ines Secret™”**
**Every Wednesday, 10:35 p.m. – 10:40 p.m. on FOX bs238**
**Every Friday, 10:55 p.m. – 11:00 p.m. on FOX**

(Broadcast schedule of all 10 episodes)

#1 “Prologue”	Wednesday, 1/18 on FOX bs238 & Friday, 1/20 on FOX
#2 “Be confident”	Wednesday, 1/25 on FOX bs238 & Friday, 1/27 on FOX
#3 “Have a Positive Aura”	Wednesday, 2/1 on FOX bs238 & Friday, 2/3 on FOX
#4 “Know Yourself”	Wednesday, 2/8 on FOX bs238 & Friday, 2/10 on FOX
#5 “Be Yourself”	Wednesday, 2/15 on FOX bs238 & Friday, 2/17 on FOX
#6 “Be Proactive”	Wednesday, 2/22 on FOX bs238 & Friday, 2/24 on FOX
#7 “Be Sophisticated”	Wednesday, 2/29 on FOX bs238 & Friday, 3/2 on FOX
#8 “Be Sensual”	Wednesday, 3/7 on FOX bs238 & Friday, 3/9 on FOX
#9 “Have Dreams”	Wednesday, 3/14 on FOX bs238 & Friday, 3/16 on FOX
#10 “Epilogue”	Wednesday, 3/21 on FOX bs238 & Friday, 3/23 on FOX

**● About Oak Lawn Marketing, Inc.**

Oak Lawn Marketing, Inc. administers three brands, Shop Japan, Hill’s Collection, and exabody. Each brand has a unique concept and works to integrate global styles (great ideas, products, creativity and entertainment) and Japanese values (high quality, service and efforts on details) to achieve the company’s vision of “Enriching lifestyles worldwide”.

\* Oak Lawn Marketing, Inc. is a member of the NTT docomo group.


**◆ Product information**

Inés Secret™ is an 8 week program that helps women desiring to refine themselves inside and out to become more attractive. Weeks 1 to 6 include self-improvement lessons and Week 7 gives tips on how each woman can make herself more attractive to the opposite sex. Week 8 brings everything together and helps women achieve their personal dreams of being the most beautiful woman they can be while retaining their individuality.



Product configurations

8 DVDs (4 sets of 2), 8 workbooks, and start guide, all in a collector’s box.\*

\*DVDs purchased individually do not come with the collector’s box.

**● About FOX International Channels Japan**

FOX International Channels Japan, broadcasts an impressive lineup of seven channels. Taking center stage is our new FOX bs238 channel, which launched Oct 1st, 2011 as the first BS channel to deliver a premium combination of foreign TV dramas, reality and musical entertainment to Japanese viewers. Our FOX channel offers the absolute best in Hollywood TV series and the National Geographic Channel airs the best in factual entertainment programming. Along with FOXCRIME, FOXMOVIES, NatGeo WILD, and FOX Baby, FOX International Channels Japan is international television viewing at its finest!

FOX bs238 official site: [foxbs238.tv](http://foxbs238.tv)

FOX official site: [tv.foxjapan.com](http://tv.foxjapan.com)


**Information about Oak Lawn Marketing, Inc.**

Oak Lawn Marketing: PR contact persons Suzuki and Tsuruta

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**Information about FOX bs238 & FOX**

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## Reference material

### ● Who is Inés Ligron?

Paris born Inés was the former national director of Miss Universe Japan from 1998 to 2007 and guided Japan to obtain the 1<sup>st</sup> Runner-Up position in 2006 and winning the Miss Universe pageant in 2007. Currently, she works as a beauty and fashion expert and disseminates specialized knowledge and techniques to encourage women from all walks of life to become world-class beauties.



### ● About the challengers



Jessica Yamakawa (23)

Jessica spent her high school years in Canada and is now a college sophomore. She is participating in this challenge to earn her spot as a FOX reporter. She hopes that this 8 week experience will help her become a more mature woman and reporter.



Chihiro Seko (24)

Chihiro's dream is to be an actress. She has studied abroad and speaks 4 languages (Japanese, English, Chinese and Korean). She made an unsuccessful bid for the Miss Universe pageant 3 years ago. Through this 8 week challenge she expects to discover different aspects of herself.



Kouko Murakami (27)

Kouko works in a flower shop and wants to be a stylish florist. Through this 8 week program she hopes to refine herself from inside and out.

### ● Guest profiles

January



#### Ako Sakakura

Ako is a former Miss Universe Japan 2007 finalist. Currently she is a host of the show "FOX Backstage Pass" which airs on FOX and FOX bs238, and has interviewed several big Hollywood stars such as Angelina Jolie, Brad Pitt, Tom Cruise, and Will & Jada Pinkett Smith. She also works as an actress.

## February



### **Hiroko Mima – Model/MC**

Hiroko won Miss Universe Japan 2008. She was also a finalist in the top 15 at the world pageant of Miss Universe 2008 held in Nha-trang, Vietnam on July 14, 2008. Born in Tokushima she started learning the traditional local style of dancing, Awaodori, when she was 3. When she was in her first year of junior high school she diagnosed with Guillain-Barre syndrome, a very rare spinal disease in which only 1–2 cases out of 100,000 people are reported annually, but she made a complete recovery after 3 months of treatment. For rehabilitation

purposes, she trained for the high-jump and went on to compete in inter-high school championships and national athletic meets seven times. To help encourage children who are suffering from intractable diseases around the world, she wants to put more energy into volunteer activities. Her dream is to become a sports reporter.

## March



### **Mariko Takahashi – Model/actress**

Born on April 24, 1984 in San Francisco, California, Mariko started working as a model when she was 8, and became an exclusive model for the teen fashion magazine “nicola” when she was 14. She started her acting career in the movie “Sekai no owari to iu na no zakkaten” in 2001 and also appeared in “Kyouki no sakura (2002)” and “Naisu no mori – the first contact (2006)”. She has also acted in various TV commercials including Shiseido’s “MACHERIE” and “ANESSA”; Kirin Beverage’s “Gogo no kocha”; Ezaki Glico’s “Watering Kissmint” and FANCL’s “Mild cleansing oil”.



### **Leslie Kee - Professional photographer from Singapore**

Leslie studied photography at Tokyo Visual Arts. After graduation, he has taken photographs mainly for fashion, advertising and CD cover images in Japan, New York and other Asian countries. In 2006, he released the highly touted “Super Stars”, a collection of pictures of 300 famous Asians, to support fundraising for the Northern Sumatra earthquake. In 2010, he published another photo book “SUPER TOKYO”, which consists of nude pictures of 1000 people from Tokyo. He was awarded with the Ministry of Economy, Trade and Industry Prize for the advertisement category in APA Award 2012.