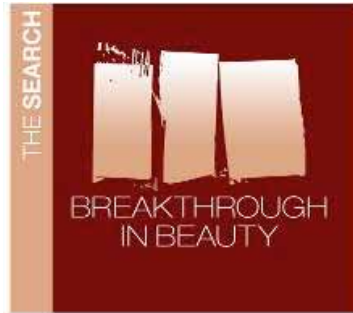


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Submission Process Starts Today in 'Breakthrough in Beauty' Search

Winner of multi-million dollar beauty campaign slated to be announced in November

BEVERLY HILLS, CA —September 12th, 2006—Product Partners, LLC announced today from the HBA Health & Beauty America Exposition & Educational Conference in New York City that its “*Breakthrough in Beauty*” global search is now live. Beauty entrepreneurs can submit their innovative new beauty product at www.BreakthroughinBeauty.com. Initial submissions are **only being accepted** until October 12th, 2006. Finalists will be announced in November and will participate in a two-day “Breakthrough in Beauty” event in California for the final round of the competition.

In early August Product Partners, LLC announced the global launch of the “*Breakthrough in Beauty*” search to identify the top innovative new beauty product in the world. The search promises to vault the winning product from obscurity and into the mainstream through a massive multi-million dollar campaign.

Product Partners Vice President of Beauty Marina Randolph says the company is open to any innovation that will benefit the beauty consumer, with an emphasis on bringing breakthrough skincare and cosmetic products to the market that will make a difference in women’s lives.

“We are thrilled with the response we are getting from our earlier announcement. Entrepreneurs from around the world are contacting us hoping to share their best kept beauty secrets with millions of women around the world. This is going to be a very exciting search,” Randolph shared.

To submit beauty products to be reviewed, entrepreneurs need to visit www.BreakthroughinBeauty.com and click on “download submission forms”. By submitting a product proposal, the expert panel of judges will analyze the plans, provide specific feedback on the strengths and weaknesses and will work with applicants to improve plans.

In two easy steps, the beauty entrepreneur is one-step closer to being backed financially by a multi-million dollar marketing and distribution campaign, according to Product Partners President Jon Congdon. “In a questionnaire, applicants address their product, how it is unique to competitors, ability to demonstrate visually, target demographic, product price point, manufacturing details, sales and distribution history if applicable, and other details that will be evaluated thoroughly,” he explains.

Product Partners Chairman & CEO Carl Daikeler explains the benefits for an entrepreneur to submit their product proposal for consideration include five key reasons. “Applicants’ business proposals will be

analyzed by a panel of industry experts and will receive free feedback,” he says. “The selected entrepreneur will receive multi-millions in funding creating global brand awareness. And, the discovered applicant will have the opportunity for endless earning potential.”

About Breakthrough in Beauty™

Breakthrough in Beauty, the fastest-growing business division of Product Partners, LLC, discovers one-of-a-kind breakthrough skincare, cosmetics, and nutricosmetics from revolutionary formulations that use only the highest-performing ingredients, the very best in proven science innovations, and the newest natural trends in the market. Through a global beauty search, they select and nurture groundbreaking products that stand out amongst a sea of ordinary, useless beauty options. The innovative, high-quality products selected are made available to women in an easy, convenient, fun, and affordable way. Timeless Secret was selected as the first Breakthrough in Beauty search winner and will be commercially launched in early 2008.

About Product Partners, LLC

Founded in 1998, Los Angeles-based Product Partners, LLC, is one of the world’s largest and most successful direct response television companies. Beachbody.com, their largest business division, creates in-home fitness programs, weight loss supplements, and fitness accessories. Beachbody.com DVDs include best-selling in-home fitness programs Yoga Booty Ballet®, Turbo Jam®, Power 90®, Slim in 6®, and Kathy Smith’s Project: YOU™. Beachbody.com’s mission is to help people lose weight and get in shape fast while educating them about the health benefits of maintaining a lean body and a healthy lifestyle.

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