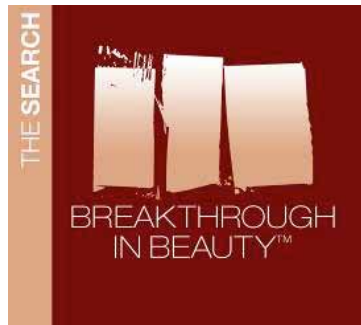


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FOR IMMEDIATE RELEASE



Timeless Secret® Wins Multimillion-Dollar Breakthrough in Beauty™ Search
Submission Process Begins for 2009 Search for All-Natural Color Cosmetic Line

BEVERLY HILLS, CA – June 1, 2008 – Product Partners, LLC, announced today that Timeless Secret® has won the first Breakthrough in Beauty™ global search award. In early August 2006, Breakthrough in Beauty, a business division of Product Partners, LLC, announced the global launch of the Breakthrough in Beauty search to identify the best, most innovative new beauty products in the world. The search promised to vault the winning product from obscurity into the mainstream through a massive multimillion-dollar campaign.

Chosen from more than 500 entries by an elite panel of independent judges, Timeless Secret established itself as a high-performance skincare line that is clinically proven to improve the 5 key elements for having younger-looking skin—wrinkles, moisture, tone, texture, and elasticity—more effectively than any other of its competitors. This formulation works with a woman’s own chemistry to provide exactly what her skin needs to restore and protect healthy, glowing skin at any age. Judges were particularly impressed with the fact that this self-adjusting line is formulated with a proprietary Intuitive Radiance Complex™ with Smart Ceramides™, which provides professional-level results due to its ability to adjust to areas that require restorative attention and protection.

The search was open to previously marketed yet largely unknown lines, which included Timeless Secret. Prior to becoming the Breakthrough in Beauty winner, its formulations were developed specifically for prestige-level retail stores and were sold in renowned spas and retail stores for more than \$400. And the line had won acclaim by consumer media and numerous awards from industry beauty media as a leading premium skincare line.

As part of the rigorous selection process, Timeless Secret products were tested among women in a 45-day double-blind comparison study against a leading department store brand, in a 90-day user group study, and in a 90-day third-party clinical study. Timeless Secret was the clear favorite in each study; in fact, during the 45-day double-blind study, Timeless Secret ranked higher than the best-selling department store brand on 10 criteria points, including improvement in skin tone, texture, balance, and brightness, as well as product fragrance, texture, and purchase intent.

Through Product Partners’ direct response television marketing, which is scheduled to launch in July 2008, Timeless Secret will soon be accessible to women everywhere.

“Breakthrough in Beauty represents a new, more personal era in beauty retailing,” explained Marina Randolph, Founder of Breakthrough in Beauty. “By continually searching for and accepting only the very best in undiscovered concepts, incubating them and providing them with growth opportunities and guidance, we allow innovators to thrive and become irreplaceable in women’s lives. That way, award-winning, quality beauty products, such as Timeless Secret, are accessible and affordable to every woman seeking to live beautifully.”

The 2009 Breakthrough in Beauty search is now open for submissions. The 2009 search emphasizes naturally derived cosmetics products. Initial submissions are **only being accepted** until September 1, 2008. Finalists will be announced in late September 2008 and will participate in a 2-day “Breakthrough in Beauty” event in Beverly Hills, California for the final round of the competition.

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

In two easy steps, the beauty entrepreneur is one step closer to being backed financially by a multimillion-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, [the product’s] 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 and CEO Carl Daikeler explain that there are five key benefits for an entrepreneur to submit their product proposal for consideration. “Applicants’ business proposals will be analyzed by a panel of industry experts and will receive free feedback,” he says. “The winning entry will receive multimillions in funding for product development and testing, advertising and marketing support to create global brand awareness. And, the discovered applicant will have the opportunity for endless earning potential.”

For more information, visit BreakthroughinBeauty.com, or you can contact Marina Randolph via phone at (323) 904-5600, via email at mrandolph@BreakthroughinBeauty.com, or via mail at Breakthrough in Beauty, 8383 Wilshire Blvd. Suite 1050, Beverly Hills, CA 90211.

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 mid 2008.

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