

Do you have the next
big beauty product?

THE
BREAKTHROUGH
IN BEAUTY™
SEARCH

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MEDIA ADVISORY: August 28, 2006

**Product Partners Unveils “Breakthrough in Beauty” Global Search
During HBA Health & Beauty America Exposition & Educational Conference**

Product Partners’ Executives to Present How Search Will Catapult the Next Beauty Product into More than \$100 Million in Sales and Outline Submission Requirements During Press Conference

- WHO:** Product Partners
Carl Daikeler, Chairman & CEO, Product Partners
Jon Congdon, President & Cofounder, Product Partners
Marina Randolph, Vice President of Beauty, Product Partners
- WHAT:** “Breakthrough in Beauty” Search Press Conference
Session will unveil details about Product Partners’ global search to identify the top innovative new beauty product in the world. Attendees will learn details on what type of product the company is searching for as well as details about the submission process.
- Product Partners will feature how it will vault the winning product from obscurity and into the mainstream through a massive multimillion-dollar campaign. Attendees will have opportunities to ask questions about the submission and selection process.
- WHEN:** Wednesday, September 13th, 2006
1:30 p.m. to 2:15 p.m.
- WHERE:** The press conference is being conducted during the HBA Health & Beauty America Exposition & Educational Conference, Jacob K. Javits Convention Center, New York City. Assembly will occur in Room 1E06.
- WHY:** The company behind the “*Breakthrough in Beauty*” search is Product Partners, a leading direct marketer and distributor of high-quality total-wellness products. The company’s sales are derived from direct response TV infomercials (DRTV) and an innovative Internet sales model to promote wellness and weight loss–related products directly to consumers.
- Using its proven model to launch a new beauty brand is a natural extension of the success the company has generated under their Beachbody® brand. Product Partners is focusing on products that deliver results. The company wants to uncover the best-kept beauty secret and the product no one should live without. The solutions selected will be transformation products that women need and are not harmful to them in any way.
- HOW:** Attend HBA Health & Beauty America Exposition & Educational Conference or visit www.breakthroughinbeauty.com for more information. RSVP your attendance at the press conference to jennifer@fsrventures.com or 239-573-0088.

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