



BREAKTHROUGH IN BEAUTY® Product Submission Process

Do you have a breakthrough beauty product?

If you have a great product or technology for the beauty industry and want to get it in front of millions of women, then you need the right partner.

We have a breakthrough vision

Breakthrough in Beauty represents an evolution in the beauty industry. We take undiscovered beauty concepts, and incubate them and provide them with growth opportunities and guidance, thus allowing them to thrive and eventually become irreplaceable in women's lives.

Breakthrough in Beauty serves both women seeking the best of beauty and the beauty entrepreneur looking to share their breakthrough product. And no one does it like Breakthrough in Beauty!

We give beauty entrepreneurs like you a voice, along with valuable expertise and resources

The beauty entrepreneur and their latest product breakthroughs are locked out of most distribution channels. The line between science and beauty continues to fade as compelling, safe, and effective new products are entering the marketplace. However, each year, many breakthrough products do not make it to the consumer because the innovators simply don't have the business resources needed to get their products to market. The beauty industry changes rapidly and consumers insist on the latest and greatest products that provide exceptional performance. New products need a platform from which they can launch into the marketplace with appropriate exposure for true market penetration.

Breakthrough in Beauty is the perfect platform from which to launch and find amazing yet undiscovered beauty products.

We are on the search again for one true breakthrough

The Breakthrough in Beauty search involves the review of thousands of products each year submitted by chemists, formulators, research labs, and beauty entrepreneurs alike to find the best professional-level beauty products and technologies on the market. Winners of this search are chosen after passing rigorous tests in our product evaluation laboratory, which triple-tests all product claims. If the product features the Breakthrough in Beauty winner seal, then you know that it has been extensively reviewed and tested by leading doctors, scientists, and consumer experts. Our customers can rest assured that the Breakthrough in Beauty portfolio of brands delivers on its promises. Many beauty products may not back up their promises with a money-back guarantee, but we do! As a matter of fact, we back up our products with one of the longest guarantees in the industry.

Meet the 2007 Breakthrough in Beauty winner: **Timeless Secret®**

Until now, this premium, professional-level skincare line has been available only through exclusive department stores and prestigious spas such as Fred Segal and the Wynn Spa in Las Vegas, selling for **over \$400**. But this award-winning skincare system is no longer a secret and is now made available for the very first time directly at a fraction of the cost.

It's proven! Chosen out of 500 other submissions, Timeless Secret is one of the most extensively researched and scientifically validated skincare lines available. This anti-aging skincare system features a smart, revolutionary technology proven to deliver visible results after day 1, day 3, and day 90 and beyond. It is a true anti-aging breakthrough.

Timeless Secret was selected by an elite panel of independent judges during a yearlong evaluation process. Hundreds of beauty innovations were submitted and tested. From formulation evaluation to in-depth chemical and safety reviews to extensive testing for efficacy, the goal was to find a delivery system or application that provides extraordinary results. And our judges found it with Timeless Secret.



We added our extensive talent, expertise, and financial strength to give this winner a real facelift! Take a look at this award-winning brand today!

"We were incredibly excited to learn that our brand, Timeless Secret, was chosen as the 2007 winner of the Breakthrough in Beauty competition, especially after watching the expert panel of judges evaluate hundreds of other beauty and skincare submissions. We are certain Breakthrough in Beauty is the perfect partner because of their creativity, passion, knowledge, and expertise. Our goal is to share Timeless Secret with millions of people and we are confident that Breakthrough in Beauty has the ability to make our dream come true."

—May and Michelle Wong, Winners of the 2007 Breakthrough in Beauty Search

What we are searching for today

We're currently looking for innovative products that *really* work, fit women's needs, and make a notable difference in women's lives—in all beauty, skin care, and cosmetic categories. We're most interested in products beyond the conceptual stage that are either in limited distribution or are ready to be brought to market quickly, and that have approximately four to six offerings. This year, we are focusing on one-of-a-kind beauty products that fall into one or more of the following categories:

- Color cosmetic offerings
- Natural-ingredient appeal
- Advanced technology
- Ingestible beauty supplements

How it works

We're actively looking for a great beauty product line to invest in. By submitting your business proposal, we will analyze your product line, provide constructive feedback, work with you to improve your concept, and, if you are selected, perhaps form a partnership that will transform your beauty product into a household name. The submission process is detailed below—rest assured, you do not have to complete it in one sitting.

So, congratulations . . . This is the first step in getting your beauty product into the homes of millions of consumers. Whether you are a start-up company or an early-stage, revenue-generating company needing to get to that next level, you have come to the right place.

Three easy steps:

- **STEP 1: Tell us a little about yourself and your product.**
- **STEP 2: Sign the Beauty Product Submission Agreement.**
- **STEP 3: Submit a Beauty Application Form.**

We do not sign Nondisclosure Agreements (NDAs). We receive multiple product submissions each week, many of which contain ideas and concepts that overlap with not only other submissions but with our internal development efforts. Accordingly, we cannot enter into NDAs until both parties (Breakthrough in Beauty and the product submitter) are confident that they are ready to move forward to further explore partnership opportunities together. However, rest assured, our reputation depends on our professionalism and our ability to maintain the trust of the entrepreneurs with whom we work. We will take great care to keep your materials confidential. Please note that the items submitted will not be returned to you.

We are not accepting submissions for nail care products, machinery equipment, or beauty accessories at this time.

Please mail or fax your completed business application package to:

Attn: Marina J. Randolph
Breakthrough in Beauty
3301 Exposition Blvd., Floor 3
Santa Monica, CA 90404
Tel: (310) 883-9000
Fax: (323) 297-2904
Email inquiries to: mrandolph@BreakthroughinBeauty.com

Process and Timeline

Breakthrough in Beauty will review every submission received. It is our goal to acknowledge that we are in receipt of all of your completed materials and answer any questions you have within 30 days. You will be contacted via mail and email. The decision process may take up to 3 months.

If you are chosen to be our Breakthrough in Beauty winner we will begin to plan all aspect of bringing your product to market. This might include everything from further product testing to packing to a full-scale marketing effort. See our Frequently Asked Questions for more details and the current timelines.