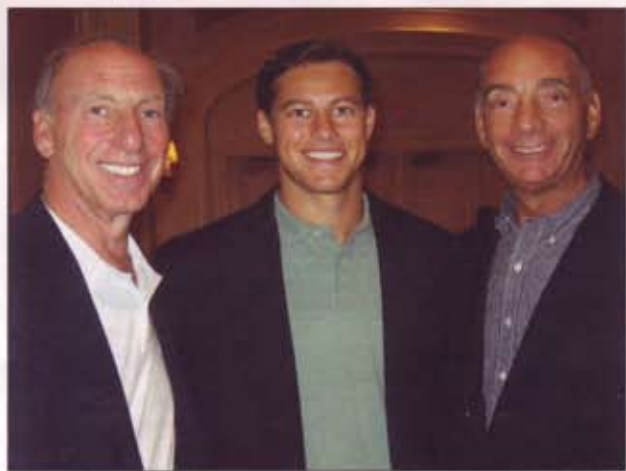


Gerry Udell Joins Gerry Udell Inc.

Gerry Udell Inc. is proud to announce that Glenn Udell's son, Gerry Udell, has joined the northeast sales organization that was founded by his grandfather and namesake in 1961. The company is the only pro-beauty sales rep firm that's now in its third generation, according to Gary Udell. Gerry graduated from the University of Massachusetts in 2007. Upon graduation, he gained sales experience in another industry. "I'm so proud to have my son join us," says Glenn. "He has grown up in the beauty industry, and I'm sure that he will be a tremendous asset in the continued growth of our company."



(From left) Glenn Udell, Gerry Udell and Gary Udell at the Helen of Troy manufacturer reps meeting before Cosmoprof North America 2009.

REP AWARDS HANDED OUT AT CPNA '09

The Cricket Co.: Rep of the Year—Brett Cohen, CFN Beauty Representation, Northeast; Outstanding Work at Trade Shows—Craig and Trish Antonio, CFN Beauty Representation, Southeast.

Spornette International: Successful Introduction of Marché Cosmetic Brush Line—BTB Sales & Marketing, with a \$2,500 check.

Jatai International: Exemplary Annual Product Sales Performance—Dale Weaver, VNC Sales & Marketing (formerly known as Van Nest Coleman & Associates); Tom Crumpton and Bobby LaFrance, Southeast Rep Services; Tom Donohue, Tom Donohue & Associates; Chuck Cohen CFN Beauty Representation; each received a week for two in Japan (Sept. 23-30).

CREME OF NATURE SURVEY

A Creme of Nature Show was significant brand will conduct.

- Among the findings:
- Thirty-two percent learn about new products from social networks
 - Forty-one percent value affordability (19% of respondents were under 30)
 - Fifty-three percent of respondents were in a combination that



Catterton Partners Acquires StriVectin

Private equity firm Catterton Partners announced in July that through a holding company it has acquired the StriVectin brand and related assets from affiliates of Klein-Becker.

Chrysallis, a beauty and personal-care industry management team led by chief executive officer Melisse Shaban and chief marketing officer Jill Scalamandre, will lead the new company. The partnership between Catterton and the Chrysallis team marks another endeavor between the two groups—the most notable of which was Frederic Fekkai & Co., which was sold in 2008.

The StriVectin line encompasses a range of antiaging products with targeted, solution-oriented positioning. StriVectin products are sold through leading retailers as well as direct marketing channels around the world, with the largest presence in the United States, France and the United Kingdom.

"The skincare market is no longer about aspirational luxury. It's about what works, and in this regard we see tremendous value in the StriVectin brand," says Shaban.

"StriVectin's record of profitable growth is a tribute to its customer-centric marketing and targeted formulations, which helped create the cosmeceutical skincare category. With this transaction, we intend to build on these strengths and our own expertise to further enhance StriVectin's product portfolio and extend its global reach. We will be looking at new technologies to strengthen StriVectin's strong clinical positioning, thereby increasing value to the end consumer."

Scalamandre adds, "The StriVectin brand is well positioned for today's skincare consumer who wants efficacious, solution-focused skin treatments with proven results. Currently, the brand experiences a loyal customer base that is highly engaged in the skincare category. These StriVectin enthusiasts provide an extraordinary word-of-mouth advocacy on the brand's authenticity and product efficacy. Going forward, we see opportunities to address a wider range of skincare needs for a more diverse base of consumers in a broader range of markets."