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Product Partners Launches New Beauty Company & Seeks Innovators

Leveraging Proven Marketing Model, Beauty Entrepreneurs Can Realize Sales Over \$100 Million

LOS ANGELES—August 21, 2006—Product Partners, LLC announced today 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 multimillion-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 skin care and cosmetic products to the market that will make a difference in women’s lives.

“Product Partners’ mission is to educate women on what *really* works when it comes to beauty products,” Randolph states. “The marketplace is loaded with ‘me too’ claims. We want to find the best products to fit women’s needs and then manufacture, package, and market the products in a way that is affordable for all women to realize the benefits.”

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 their proven model to launch a new beauty brand is a natural extension of the success they have generated under their Beachbody® brand, according to Randolph. “We are focusing on products that deliver results,” she says. “We want to uncover the best-kept beauty secret and the product no one should live without.”

The winner of “*Breakthrough in Beauty*” will most likely be marketed via 30-minute infomercials and cross-promoted to the company’s three million existing customers and via home TV shopping, such as QVC, catalog, Internet, print, package inserts, and retail distribution methods. Product Partners will provide selected products with the marketing and distribution support they need to grow their manufactured goods to over \$100 million in sales, Randolph adds.

Jon Congdon, Product Partners President, explains that this distribution strategy offers a competitive advantage to the retail and boutique beauty business and one beauty entrepreneurs should consider. “Of the 596 new infomercials aired in 2005, 11 percent were beauty products. Of the 15 represented DRTV categories, beauty ranked third in terms of new products tested,” shared Congdon.

“While it’s exciting to put up a multimillion-dollar campaign to launch deserving beauty entrepreneurs, ultimately we want the customer to be the real winner in this venture,” Product Partners Chairman & CEO Carl Daikeler explains. “The solutions we select will be transformation products that women need and are not harmful to them in any way. We’re already blown away at the beauty breakthroughs we’ve seen that just need our style of promotion to tip the market. And the one promise we’re making to any partner with a product whose time has come is: we’ll get them to market with huge visibility, fast.”

Companies wanting to submit their products to Product Partners for consideration should visit www.breakthroughinbeauty.com to download the submission requirements and packet. “We encourage you to submit your product to us for evaluation by our team of scientists, researchers, and marketers,” Randolph states. “We’re seeking innovative and effective skin care products. We’re especially interested in ideas that are beyond the conceptual stage and either in limited distribution or ready to be brought to market quickly.”

Beauty product submissions will receive a thorough product performance review by Product Partners' experts with over twenty years of product development experience, who will objectively evaluate business plans and provide invaluable feedback to further improve on the product.

For more information, please contact Marina Randolph at or via email at 323-904-5646 or mrandolph@productpartners.com

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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 healthy lifestyle.

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