

BEAUTICONTROL®

THE MARKET

BeautiControl® is an internationally recognized beauty company known as the #1 Premium Spa Brand, offering scientifically advanced skin-care and premium-quality cosmetics. The company is a master at the one thing that sets any company apart from its competitors: personalized service.

Personalized service has been the cornerstone of BeautiControl's achievements for over three decades, as the company was the first to offer Color Analysis as a free service, customizing color cosmetics to each person's individual color season. This tool, in addition to the Personal Image Profile and Skin Condition Analysis — featuring patented Skin Sensors™ — put BeautiControl on the map as a company specializing in customized solutions.

BeautiControl invented the concept of the in-home Spa for Consultants. During a one-hour pampering session, clients are encouraged to try a variety of premium products and receive a customized skin-care recommendation — all while enjoying a relaxing Spa session.

As a direct-selling company, BeautiControl not only offers innovative skin care and cosmetics, it also offers women the opportunity to become independent business owners. With nearly 100,000 Consultants holding nearly 1 million in-home Spas every year, BeautiControl changes women's lives every day by empowering women to live life on their own terms.

BeautiControl is a subsidiary of Tupperware® Brands Corporation. For more information visit www.BeautiControl.com.

ACHIEVEMENTS

For over 30 years, BeautiControl has led the skin-care and cosmetics industry with personalized service, and the direct sales industry by empowering women through the United States, Canada, and Puerto Rico to earn an unlimited income and glamorous rewards.

In 1983 BeautiControl became the first cosmetics company to introduce Color Analysis and



color-coded cosmetics. The question, "Are you a fall, winter, spring or summer?" was born out of BeautiControl's Color Analysis and became a staple in determining the right color products for women everywhere.

The company continued its personalization trend with the introduction of Skin Condition Analysis, featuring patented Skin Sensors, which measured the skin's oil production, and recommending a customized skin-care solution.

Since then, BeautiControl has continued to develop advanced solutions for skin care and cosmetics, including the introduction of Tri-Peptides and Hyaluronic Filling Spheres®, the online **skin s.p.a.** (scientific personalized analysis) used in conjunction with second-generation Skin Sensors, and eBeauti — BeautiControl's online accessory that analyzes style personality to match clients with their ideal makeup and wardrobe colors.

BeautiControl is the only direct-sales cosmetics company to offer its Consultants free, hands-on training and professional development workshops.

BeautiYOU teaches Consultants how to sell, book, and recruit — the tenets of direct selling.

The company continues its commitment to creating an environment that nurtures success through recognition and rewarding outstanding achievements. In 2012 BeautiControl partnered with premium auto brand Mercedes-Benz to award top-selling Consultants the opportunity to earn and personally own a Mercedes-Benz.

HISTORY

BeautiControl's first product, a face cream, was developed in the 1930s from a tanning solution that included antiaging properties. This cream was sold through various channels, including television and radio, until 1966 when BeautiControl was incorporated as a direct-sales company.

In the 1970s Jinger Heath, a BeautiControl Consultant, and her husband, Dick, who worked for BeautiControl's parent company, recognized the amazing opportunity that BeautiControl was offering — the ability to empower women who were interested in earning an executive-level income without sacrificing time with their families. They purchased BeautiControl in 1981.

BeautiControl became a publicly traded company in 1986, and its Consultants soon became known for offering their clients premium, customized solutions for their cosmetic and skin-care needs.

In 1993 the Women Helping Others Foundation (W.H.O.) was established to focus on grassroots charitable organizations that help women, children, and families in need. W.H.O. is funded by BeautiControl employees and its Consultants, and encourages community service. Since W.H.O.'s inception, over \$4.9 million has been granted to various charities.

With a reputation for creating and developing innovative products, BeautiControl introduced the BeautiControl Research Institute (BCRI) in 2007. Bringing science to the forefront of skin care and cosmetics, the BCRI is housed at the



company's state-of-the-art manufacturing facility in Carrollton, Texas.

Today, BeautiControl continues to develop exclusive, powerful formulations with state-of-the-art delivery systems, and remains a leader in providing advanced beauty solutions to all of its clients.

THE PRODUCT

Millions of BeautiControl products are sold each year. These award-winning, scientifically advanced products are developed, manufactured, and controlled by the BeautiControl Research Institute.

With technology like the patent-pending Tri-Peptide Complex and Hyaluronic Filling Spheres, BeautiControl's products are clinically tested and provide proven results. The products are also highly demonstrable so that clients are able to witness results quickly — many times immediately or within one day.

The flagship skin-care line, BC Spa Facial, was developed by chemists at the BCRI. The line features scientifically advanced ingredients customizable for each user — making it easy for Consultants to sell products that help keep skin looking and acting younger while giving clients the personalized service that makes BeautiControl famous.

The Regeneration® line includes some of BeautiControl's most famous products, like the Tight, Firm & Fill® Face Creme and Eye Firming Serum. Both of these products are part of the top-selling Instant Face Lift set that also includes a professional-grade Multi-Acid Resurfacing Peel and Microderm® Abrasion products that help reveal refreshed, healthier-looking skin instantly.

Best-selling BC Spa Manicure Instant Manicure utilizes the power of Dead Sea salts and essential oils to make hands feel soft and smooth instantly. BeautiControl's Instant Manicure has sold over 8 million units since its introduction. Its partner-product, the Extreme Repair Hand Creme, provides a moisture glove to help retain hydration.

With a full line of skin care, specialty treatments, bath and body products, and color, BeautiControl Consultants are able to offer their Spa guests a variety of Spa options and demonstrations, leading to consistent client reorders that provide steady income for their businesses.

RECENT DEVELOPMENTS

BeautiControl's Marketing and Research & Development departments continue to research market trends, conduct focus groups, and develop new products with the latest technological advances.

Recently, BeautiControl introduced new halo brand Regeneration Tight, Firm & Fill Extreme, which uses maximum-strength levels of key ingredients, like the Tri-Peptide Complex. Sales of this product more than doubled expectations due to its instant, powerful results, including diminishing the appearance of fine lines and deep wrinkles.

Based on skin-care trends, consumers have become more conscious about skin clarity and brightness. In response to this need, BeautiControl developed and launched BC Spa Bright with two products: an Oxygen Infusion Radiance Masque and a Daily Illuminating Serum. Both products are designed to help reduce the appearance of age spots, acne marks, and sun damage while brightening the skin.

BeautiControl has also recently expanded its product portfolio with the launch of BC Jewelry and BC Spa for Baby.



PROMOTION

BeautiControl is recognized internationally as a Spa brand, featuring both premium products and a one-of-a-kind opportunity that changes women's lives.

Their BC Color products have been featured on multiple runways at New York Fashion Week. The company itself has been featured in *Elle, Inc., Good Housekeeping, O, Forbes, OK Magazine, The Fashion Spot, Business Week, LIVESTRONG,* and many more.

BeautiControl also has a strong social media presence on Facebook, Twitter, Tumblr, Pinterest, and weekly company blogs.

BRAND VALUES

As the #1 Premium Spa Brand, BeautiControl stands behind its Consultants and guarantees its products. BeautiControl pledges to provide premium products and services for unforgettable experiences and an opportunity to change women's lives. The company promises to conduct its business with integrity, honesty, humility, and honor, living each day to empower women to dream with confidence.

THINGS YOU DIDN'T KNOW ABOUT BEAUTICONTROL

- BeautiControl's two annual events host almost 7,000 Consultants and offer world-class training, motivational seminars, spectacular product launches, and exciting new promotions.
- The company's rewards program includes all-expense-paid luxurious trips around the world, fine jewelry, cash bonuses, the opportunity to own a Mercedes-Benz, and more.
- When developing new formulations, BeautiControl is conscious of the unique needs of its clients, avoiding the use of ingredients such as parabens, gluten, and sulfates.
- BeautiControl never tests its products on animals.
- BeautiControl, whose corporate office and research facility are in Carrollton, Texas, won the Carrollton Environmental Distinction three years in a row — 2009, 2010, and 2011 — and is the only company to win the award more than once.

BEAUTICONTROL® MOMENTS IN TIME

1933
First BeautiControl formula invented

1966
BeautiControl is incorporated

1981
BeautiControl purchased by Jinger and Richard Heath

1983
Color Analysis and color-coded cosmetics introduced. "Are you a fall, winter, spring or summer?" was born



1986
BeautiControl becomes a publicly traded company

1987
Personal Image Profile launched

1992
Skin care becomes a consumer focus and BeautiControl begins offering personalized service with first generation of skin sensors

2001
BeautiControl Inc. becomes part of Tupperware Brands Inc.



2007
BeautiControl Research Institute Created. Science meets Spa

skin s.p.a.
scientific personalized analysis

2011
Online tools eBeauti and skin s.p.a. with second generation of skin sensors launched



2012
Regeneration Tight, Firm & Fill Extreme launched to more than double forecasted sales



Mercedes-Benz

2012
BeautiControl partners with Mercedes-Benz to launch Consultant incentive program