

FOR IMMEDIATE RELEASE

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ESSIE SUPPORTS THE FIGHT AGAINST BREAST CANCER
Introducing Limited Edition "Pink Ribbon" Nail Polish

JUNE 2005: New York, NY – In an effort to support Breast Cancer and Breast Cancer Awareness Month, Essie Cosmetics introduces a limited edition nail polish - **Essie Pink Ribbon**, a soft pink shade with a touch of shimmer. *Essie Pink Ribbon* will be available during the month of October at www.essie.com/pinkribbon in addition to selected specialty retailers and fine salons.

During the month of October, Essie will donate a percentage of the proceeds from the sale of *Pink Ribbon* to **The Libby Ross Foundation**. Founded in loving memory of Elizabeth (Libby) Ross, both founders have had first hand experience with Breast Cancer in their families and started this organization to prevent other women and other families from experiencing the devastation of the disease. The Libby Ross Foundation's mission is to make a significant difference in the lives of women afflicted with breast cancer through unique support programs. The foundation also seeks to help eradicate the disease through research and early detection.

"Pink Ribbon was created to support breast cancer research and education as well as the women who fight the disease daily. We are pleased to be working with The Libby Ross Foundation in their mission to raise funding for breast cancer programs, outreach and support."

— *Essie Weingarten, President and Founder, Essie Cosmetics, Ltd.*

ABOUT ESSIE COSMETICS

New York based Essie Cosmetics was established in 1981. Essie Cosmetics is regarded as the leading international nail polish manufacturer offering over 250 fashion colors and total treatments for hands and feet. Essie nail polish is an industry icon; distributors, beauty professionals, and consumers trust its excellence. For more information please visit us at www.essie.com.

ABOUT THE LIBBY ROSS FOUNDATION

Founded in 1999, in memory of Elizabeth "Libby" Ross, who lost her battle with breast cancer on July 24, 1998, The Libby Ross Foundation is a New York based not-for-profit organization run by young professionals. Their mission is to make a significant difference in the fight against breast cancer through development and funding of programs for outreach and support as well as treatment and research. It is the Foundation's goal to become a national advocate in the fight against breast cancer.

**Essie Pink Ribbon retails for \$8. Please call 1-800-232-1155
to find the closest retail location or visit www.essie.com/pinkribbon.**

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