

BORGHESE NEWS & EVENTS

APRIL 2008

BLOGS

Steph's Beauty Buzz – Bagno di Vita Bath Soak

<http://blog.myspace.com/index.cfm?fuseaction=blog.view&friendID=247933670&blogID=376089785>

PRINT

Beauty Fashion Mag – “Going Skin-Deep”

Page 37 -Annual Review of Skincare: Breakthroughs
Borghese CEO **Georgette Mosbacher**
is quoted on Borghese's Breakthroughs

Beauty Fashion Mag – “The Comfort Zone”

Page 102 – Fango Brillante &
Crema Straordinaria Essenza Revitalizing Serum

**Beauty Fashion Mag – “Women's Skincare &
Women's Bodycare Directory 2008”**

Page 115 & 125 – Selection of Borghese products

EVENTS

Gen Art Fresh Faces in Fashion Show (Miami) – 20 miscellaneous gifts were given to VIP attendees including Supermodel Joanna Krupa, Senior fashion & beauty Editor of MIAMI Modern Luxury, Project Runway Designer Kara Saun, Jilian Lourdes Sanz - Fashion & Beauty Editor of Florida International magazine, Designer Julian Chang, Anolan Dragitsch - Luxe World with Anolan on E!, Designer Karelle Levy, etc

NFL Draft's Fashion & Football Event – 60 Players from various teams (Giants, Jets, Browns, etc) were gifted with Borghese samples. Celebrity guests included Aubrey O'Day (Danity Kane), Adrienne Peterson (Top draft pick), Ryan Grant (Green Bay Packers), Nate Robinson (NY Knicks), RW McQuarters (Giants), Brandon London (Giants), Kevin Dockery (Giants), Keyshawn Johnson (ESPN commentator), Ovie Mughelli (Atlanta Falcons), Brandon Jacobs (Giants), Adaluis Thomas (Patriots), Nina Sky (Singer, Universal), etc

CHARITIES

Second Stage Theatre's Annual Fundraising Gala

GOING SKIN-DEEP
Vendors Highlight Skincare Breakthroughs
And The 'Greening' Of Their Brands

Beauty Fashion invited spokespeople from leading manufacturers of skincare products to report on their major breakthroughs developed recently. They were also queried about whether they are placing more emphasis on 'green' products. Here are their responses.

Georgette Mosbacher
CEO
Borghese, Inc.

Dr. Glen Anderson
Director, Skincare
Avon Research &
Development

Caroline Piiper-Vogt
Senior Vice
President of
Marketing
Clarks U.S.A.

All of YSL Beauty's new facial cleansers are priced at \$17.00 and are on-counter now.

Brighten Up

Borghese can put skin in the pink with its new Fango Bri For Face & Body. Natural vitamins and mineral-rich extract skin tone, remove dead skin cells and eliminate mental debris. A blend of vitamins A and citrus unshia leave skin brighter and more radiant. The formula comes from its Acqua di Vita "Living Water" Complex and renews skin and creates a brighter, clearer, complexion. Fango Brillante Brightening Mud For Face & Body jar for \$59.50 and is available now exclusively at Sephora. Fango Brillante Brightening Mud For Face & Body jar for \$59.50 and is available now exclusively at Sephora. Fango Brillante Brightening Mud For Face & Body jar for \$59.50 and is available now exclusively at Sephora.

Borghese's Crema Straordinaria Essenza Revitalizing Serum is quickly absorbed to minimize the appearance of fine lines and wrinkles.

