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SKIN TECHNOLOGY

new range

nimue
SKIN TECHNOLOGY

personalised
sales & marketing
material

Elite Salon
Programme
launch

Susan Molyneux
opens in Asia

SUSAN MOLYNEUX
january newsletter 2008

A new range for the Susan Molyneux family



Susan Molyneux is pleased to announce the addition of the Nimue brand to our family of professional skincare. From November 2007 Susan Molyneux Skincare has added Nimue skin technology, a derma-cosmeceutical range, to broaden our product offering to professional skincare salons and spas.



SUSAN MOLYNEUX SKINCARE

WHAT IS A DERMA-COSMECEUTICAL SKIN TREATMENT PRODUCT?

Environmental elements, air pollution, exposure to solar radiation, modern lifestyles with erratic diets and high levels of stress causes cumulative damage to the building blocks of the skin – DNA, collagen and certain membranes. A derma-cosmeceutical product effectively treats the signs of damage in the skin and ultimately creates a healthier skin through active rejuvenation.

WHAT MAKES NIMUE SO DIFFERENT?

Nimue new generation derma-cosmeceuticals are therapeutic skin treatment products that are able to affect the structure and biological functioning of the skin due to the active ingredients. Nimue is primarily focussed on enhancing the skin's ability to heal and correct challenging skin conditions, thus optimising skin health.

WHAT IS NIMUE IDEALLY INDICATED FOR?

- prevention of environmental damage in young skins
- treatment of environmentally damaged skin
- prevention of further damage after skin health restoration
- treatment of problematic skin
- treatment of hyperpigmentation or uneven skin discoloration

WHAT RESULTS CAN BE EXPECTED WITH NIMUE?

- a balanced skin colouring
- improvement of hyperpigmentation
- improvement of problematic skin
- refinement of skin texture

In addition, there will also be a Nimue Spa range that will be launched in the next 12 months. If you have been looking to take on a derma-cosmeceutical or are considering changing your existing cosmeceutical range why not find out more by contacting either Karen or Emily on 0870 220 9094 to receive an information pack.

We will be making Nimue products available on our trade website www.susanmolyneuxshop.co.uk from 1 February 2008 onwards.

Telephone: 0870 2209094 Email: sales@monuskin.co.uk www.monuskin.co.uk

PERSONALISED MARKETING FOR SKINCARE PROFESSIONALS

When you choose Susan Molyneux products for your salon it becomes our aim to help you grow your business. We aim to maximise the potential of your business by offering a personalised marketing solution. This will allow you to personalise all of your marketing material from business cards, pricelists, gift vouchers, special invitations, door drop leaflets and recommend a friend to customer loyalty rewards.

The enclosed brochure will take you through a step by step process of how to improve the marketing of your business while also allowing you to personalise each and every one of your marketing tools to the look and style of your salon or spa from a wide selection of images from our image gallery.

This service is also available on our trade website www.susanmolyneuxshop.co.uk where you have the additional advantage of seeing a proof of the final product before it goes to print!

Our aim is to make this process:

Quick and efficient

you will have your new marketing products within 5 days

Cost effective

we have negotiated special prices for all our customers

Bespoke

you have the flexibility to choose the style of your marketing material to fit with the feel and mood of your business

Support and Marketing tools available on the web!



In response to your requests we will be making all our support and marketing material available to all our customers on our trade website www.susanmolyneuxshop.co.uk by 31 January 2008.



ELITE SALON PROGRAMME

Susan Molyneux Skincare is pleased to announce the launch of our Elite Salon Programme (ESP).

We have spent the last year listening to your needs and developing our Elite Salon Programme (ESP), which will be available to a select number of our top stockists in 2008.

We will provide the following benefits to our Elite Salon Members:

- Access to an individual Business Relationship Manager
- Certification of Elite Salon status
- Free of Charge postage and packing on all orders over £500
- Specific special offers during the course of the year
- Selection to be part of our tester and ideas panel
- Set number of free training days Free of Charge each year
- Support advertising offered during the year

We will be sending the chosen Elite Salon Members a letter of invitation in the near future to welcome you as a new Elite Salon Member.

We will be inviting you to vote for your choice of free training courses from a wide selection of courses on offer. In addition, your Business Relationship Manager will be contacting you shortly to talk through your business needs and requirements.



IT'S OFFICIAL! SUSAN MOLYNEUX HAS GONE GLOBAL

Following a successful first-time showing at November's Cosmoprof Asia, in Hong Kong, we have now become a truly international brand after completing a distributor's agreement in the bustling Asian market.

The new partner, DKSH Hong Kong Ltd, already distributes cosmetics internationally and will now sell Susan Molyneux products into salons and spas as well as build on their base of trainers with the help of key educator Lilian Lau.

Susan Molyneux trainer Sharon Clark, who took part in Cosmoprof alongside director Graeme Robinson, said: "This is a fantastic opportunity for Susan Molyneux to be recognised as a major brand in the global market."

"We've had a brilliant reputation in the UK for a long time, and when our partner in Hong Kong was looking for a prestige British brand to sell, it was only natural that they came to us. The future looks very exciting as we continue to push the brand and really develop our new relationship."

Sharon said: "Having met the girls, we can be confident that Susan Molyneux is in good hands over there and we can only go forward from here."

HAT TRICK

We are thrilled to announce the safe arrival of three little boys to our training team. Susannah now has Charlie to go with his big brother Benji, Claire has Oliver and Nicola has Fraser. All mums and babies are doing well.



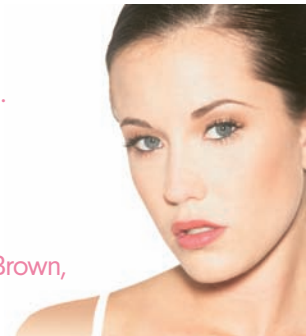
EXHIBITION NEWS

Come and meet the team at PROFESSIONAL BEAUTY 2008 at ExCel, London Sunday 2nd March - Tuesday 4th March

Stand No K20

NEW FROM JVG

- Glitter Eyeliners available in Silver or Gold.
- Gold Glamour Puff.
- Limited Edition Trio Compact
- Eyebrow Shaper Kit
- Eyebrow Powder available in Grey, Dark Brown, Bronze and Blond.



Symbol Sense

You may have noticed a few interesting symbols now appearing on our packaging and that of others in our industry.

Symbol on our tubes;

Recycling Logo There are a wide range of plastics used in packaging today. To make sorting and recycling easier the industry has developed a standard code to help consumers identify and sort the main types of plastic. This particular symbol indicates that the plastic is LDPE; Low density polyethylene.



Symbol on our cartons;

Recycling Logo This symbol is called the Mobius loop; it is found on cardboard packaging and indicates that the item is recyclable. If the centre of the loop contains a number, this means that the item is made from a certain percentage of recycled materials.



Symbol on all our products;

Open Jar Logo This symbol is referred to as Period After Opening (PAO), and has been devised by the European Union's cosmetics regulatory branch. The purpose of this symbol is to give consumers an idea of how long the product can be safely used (or used "without causing harm") after it is opened. The letter "M" refers to the Latin word "menses," which means "month".



Parabens

There has been much written in the press regarding parabens and consequently we have received many telephone calls from concerned customers.

Parabens are a group of chemicals used to preserve and protect many different types of products. They are widely used in the cosmetic industry; they are very effective and have a long history of safe use. They are also found naturally in plants. Parabens are also commonly used to preserve food and household chemicals.

Recent studies, featured in the popular press, have proposed a link between breast cancer and parabens in underarm deodorants.

The breast cancer study is particularly controversial, its' scientific validity is in question, as it did not take into account the diet or the environmental exposure of the subjects involved.

A recent review of this data concluded that daily exposure to parabens in the form of underarm deodorants presents substantially less risk than exposure to parabens in the diet.

The American Cancer Society has stated that there is no good scientific evidence to support a claim that the use of cosmetics such as underarm antiperspirants increases an individual's risk of developing breast cancer.

That said, media attention can be very persuasive. Consequently public opinion has changed and a minority of companies have used this as an opportunity, particularly in the USA and this trend is also now happening in the UK.

We understand our customers' concerns and assure you that our products are safe to use. Our products contain the lowest quantity of the highest quality broad spectrum preservatives available. We use the least amount of preservative we are able to without jeopardising the integrity of the product. I foresee that parabens will still be used in mass market, high street brands for some time to come.

However, we have recognised this shift in public opinion and feel that this trend will be ongoing and gather momentum. Consequently our latest product launches and those to follow will be formulated without parabens.

SUSAN MOLYNEUX SKINCARE

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This brochure has been printed on environmentally friendly paper, sourced from a sustainable forest. No chlorine has been used in its manufacture.

Susan Molyneux chose this paper in accordance with the company's ethical principles.