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PRESS RELEASE

Mustang fragrance wins award for the "Breakthrough Product of the Year".

The **Mustang** fragrance, which is the success story of the Sarantis Group design, manufacture and production expertise as well as the upshot of its business venture activities with the Estée Lauder Companies, was granted the Award for the "Breakthrough Product of the Year", by the **fifth Annual WWDBeauty Biz Awards issue**, which celebrated the year's brightest ideas.

WWDBeauty Biz is the "Fairchild Publications" magazine title that puts the industry into perspective. It has a total circulation of about 41,000 prints and a penetration at an audience ranging from qualified WWD subscribers plus other key beauty industry decision-makers, including key managers at department stores, mass/chain drug stores, specialty stores, independent boutiques, salons and spas, select beauty advisors, stylists and other professionals, to fashion industry events like NY, Paris and Milan Collections.

WWDBeauty Biz is the only industry publication that provides in-depth coverage and analysis on all aspects of the industry. In every issue, WWDBeauty Biz includes the trends driving new products, personalities behind the business, retail analysis and competitive information, consumer research, business strategies and best practices, category specific analysis, and more.

Below you will find an extract from the WWDBeauty Biz magazine.



BREAKTHROUGH PRODUCT OF THE YEAR

IN TRUE DOVE FASHION, THE ADS WERE ARRESTING, FEATURING REAL FIFTY-SOMETHING WOMEN—IN SOME CASES BARING ALL.

MASS **SKIN CARE**

DOVE PRO-AGE

Dove gets a kick out of raising eyebrows. Fortunately for the \$1 billion-plus Unilever brand, sales have been rising, too. Dove's latest effort to elicit double-takes: A collection of personal care products called Pro-Age. Created for women 50 and older, Pro-Age (as opposed to antiaging) has increased brand sales by about \$24 million in the food, drug and mass channels, excluding Wal-Mart, from its February launch through Oct. 7, according to Information Resources Inc. In true Dove fashion, the ads were arresting, featuring real fiftysomething women Dove discovered around the country—in some cases baring all. The line, which trumpets the idea that beauty has no age limit, includes products from every category that Dove competes in, namely skin, body and hair care and deodorant. Ingredients—including glycerin for suppleness and olive oil for nourishment—are intended to help skin retain moisture and optimize cell turnover. Pro-Age had a broad rollout, nabbing prominent displays in both Wal-Mart and Target.

—MOLLY PRIOR

MASS **FRAGRANCE**

MUSTANG BY ARAMIS AND DESIGNER FRAGRANCES

For most companies, revving up their fragrance business is just an expression. For the Aramis and Designer Fragrances division of the Estée Lauder Cos., which signed a licensing agreement with the Ford Motor Co. in May to produce a Mustang-themed fragrance, it's a reality. The fragrance marked a return to the mass market by the Estée Lauder Cos., which had been absent from that market segment since selling Jane Cosmetics in February 2004. Mustang was first launched in Sears, J.C. Penney and Kohl's Department Stores in July. In August, it rolled out to mass merchandisers and chain drugstores, including Wal-Mart, CVS and Target, for a total of about 22,000 doors in the U.S. In addition to traditional fragrance promotion vehicles, Mustang has also been promoted at NASCAR events and in *Ford World Magazine*, which is distributed to the company's 250,000 employees, said John Nens, director of global brand licensing for the Ford Motor Company. "This fragrance is an extension of our brand, and one that we think has great potential," said Nens, adding that the Mustang name is also licensed for shirts, hats, toys, video games and jewelry. "Even if you can't drive the car, you can still live the brand." —JN



WWD BEAUTY BIZ

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THE 2007 AWARDS ISSUE

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