



LUSH LIFE

- LUSH, the purveyor of fresh handmade cosmetics is a self-proclaimed “cosmetic deli”.
- LUSH products include the pic’n’mix skin care at the cleansing bar, chunks of solid shampoo, hair moisturizers and conditioners, bubble bar slices, massage bars, soaps, and LUSH’s ultra-FRESH face and body masks served up on ice!
- LUSH’s Managing Director, Mark Constantine started LUSH in 1995 with a close-knit team he has worked with for over 25 years.
- The first shop opened in Poole, England, in April 1994.
- In April 1996, the first Canadian shop opened in Vancouver, British Columbia.
- The first shop in the United States opened in December 2002 in San Francisco’s Union Square.
- In 2005, LUSH opened its first store-in-store concept in Macy’s. In 2007, LUSH began expanding rapidly at select Macy’s nationwide and to date has 39 locations at Macy’s throughout the U.S.
- Fourteen years after its inception and at the turn of a new century, there are over 80 shops in the UK, over 650 worldwide with 45 in Canada and 104 in the U.S.
- Lucky for LUSH, the alluring LUSH fragrance that emanates throughout the shops and spills out on to the streets is thanks to the blending of fresh ingredients and essential oils of displayed ‘naked’ products, and minimal use of synthetics and preservatives.

FRESH

- LUSH uses the freshest, organic (wherever possible) ingredients such as bananas, papaya, pineapple, avocado, limes, and strawberries for every product.
- FRESH ingredients in skin care increase the activity in each item resulting in a more effective and safe product.
- Bottled product and all bulk products for Canada and the U.S. are made in either our Vancouver or Toronto factories every week and immediately sent to our shops for retail! Wow, that’s FRESH!

HANDMADE

- Names and pictures of the individuals who make, wrap or bottle the products are printed on the labels of each product. The label also includes the date the product was made on and the best before date.



STILL AGAINST ANIMAL TESTING

- LUSH **DOES NOT USE ANIMALS** to test products, nor do they use animals to test the ingredients that go into their products.
- Approximately 74% of LUSH's products are vegan friendly and 100% are vegetarian.

SAFE SYNTHETICS & PRESERVATIVES

- LUSH's initial intent when making products is to eliminate the use of synthetics and preservatives. More than 65% of LUSH's products are unpreserved.
- In the event that LUSH can't do the above, LUSH introduces **SAFE SYNTHETICS** and uses only what is required, e.g. sodium lauryl sulphate to make the bubbles in our shampoos and bath foams, or methyl and propyl paraben to preserve.

MINIMAL PACKAGING

- LUSH takes an ecological approach to retailing as the majority of products have little or no packaging, bottles are now 100% post-consumer waste, and customers have the option to choose if they do or do not wish to have their products wrapped. 58% of LUSH products have no wasteful packaging.

PRODUCT RANGE (APPROXIMATELY 200 PRODUCTS)

- **Bath:** Bath Bombs, Bubble Bars, Luxury Bath Melts
- **Shower:** Emotibombs, Shower Jellies, Shower Gels, Sugar Scrubs
- **Soaps and Butter Creams**
- **Skincare:** Cleansers, Toners, Moisturizers, Hand & Body Creams, Body Butters, Fresh Face Masks
- **Haircare:** Shampoo, Shampoo Bars, Conditioners, Hair Treatments, Hair Hennas, Styling Creams
- **Fragrance:** Perfumes and Solid Perfumes
- **Close-up:** Deodorants (solid and powders), Dusting Powders, Foot Creams, Lip Balms, Shaving Creams
- **Massage Bars**
- **Gifts**

CELEBRITY & CULT FOLLOWING

- LUSH products are favorites among many celebrities including Halle Berry who stocks up on LUSH's luxurious Dream Cream regularly, Jessica Alba who uses LUSH's Fresh Face Masks, and Tyra Banks who can't live without Sympathy for the Skin.
- Other celebrities include: Lindsay Lohan, Britney Spears, Jude Law, Angelina Jolie, Kristen Bell, Mischa Barton, Sienna Miller, Jessica Biel, and the list goes on...
- With no exaggeration, LUSH is a cosmetic cult. 'LUSHies' unite online in LUSH's chat room called the Forum to share each others enthusiasm about products, new store openings, organize product swaps, and arrange carpools for road trips to LUSH shops. LUSH even celebrated a wedding for two 'LUSHies' that met on the forum!

ADDITIONAL CONSUMER INFORMATION

- Please visit our website www.LUSHusa.com for store locations, and online shopping.
- Call 1.888.733.LUSH (5874) for LUSH Direct and customer care.

BACKGROUNDER

The LUSH approach to cosmetics retailing can, at best, be described as 'unorthodox'. LUSH is far more a food retailer than a traditional cosmetics company (think handmade and fresh merchandise loaded with natural ingredients, butchers' blocks, prices by weight, grease-proof wrapping paper, and best-by dates). In LUSH's 'beauty delis', soaps are piled high on Provençal-style wooden tables like strange and exotic cheeses, while a myriad of orbs (fizzing Bath Bombs) are presented in-store like perfectly round apples.

LUSH's story begins in Poole, England with Mark Constantine, LUSH's Managing Director, and a close-knit team with whom he has worked with for 25 years. The demise of Constantine's previous venture, Cosmetics To Go, collapsed as a result of over-trading. Three months later, the same team created an inspired new venture. It was without a name until a Mrs. Bennett from Glasgow responded to a plea for suggestions. *"LUSH is such an evocative word,"* says Constantine. *"It can mean green, make you think of the rain forest or a passage of poetry, a piece of music, or someone who has had too much to drink. It has a wonderfully addictive feeling about it."*

Resembling a friendly neighborhood deli, customers are encouraged to choose their cosmetics personally – from the pic'n'mix skin care at the cleansing bar, chunks of solid shampoo, bubble bar slices, or perhaps from the ultra-FRESH face and body masks.

"The plan was to make cosmetics that were as natural as possible and to avoid using synthetic preservatives," says Constantine. Thus, every LUSH product is crammed with the highest quality – and importantly, organic wherever possible – ingredients: herbs, fruit, flowers, and essential oils. *"I've always loved the way fruit and vegetables are displayed in a grocery store,"* says Mark Constantine. The inspiration behind the store design was, he says, *"cheese shops and German veggie restaurants – and any fresh fish counter."*

In 1994, LUSH opened its first location in Poole, England. Shortly thereafter, while on a trip to the U.K., Mark and Karen Wolverton visited a LUSH shop in London. Immediately charmed, they knew they had to bring the LUSH brand back to North America. Two years later, the first Canadian shop opened in Vancouver, BC. It took until 2002 to open the first location in the U.S. but expansion since has been rapid.

Fifteen years after its inception, there are over 650 shops worldwide with 45 locations in Canada and 104 locations in the United States, 39 of which are store-in-store concepts located within Macy's department stores. With over one thousand business inquiries being received every six months, careful consideration for expansion is imperative. With an aggressive U.S. expansion underway, LUSH is conscious of maintaining an exclusive brand by limiting the number of shop locations in each market.

Throughout this expansion, Constantine has remained true to the team's original aims. "The whole point of LUSH is that it should be fun for our customers and fun for us."

For shop details and LUSH Direct, visit www.LUSHusa.com or phone 1.888.733.5874



ETHICS

As a global business that cares about animals, people and the environment, LUSH's ethics are at the heart of the brand and will remain there with every shop that opens worldwide:

100% OF PRODUCTS ARE VEGETARIAN – LUSH believes in making effective products out of fresh organic fruits and vegetables, the finest essential oils and safe synthetics. There is absolutely no animal fat or bi-product in LUSH's creations.

74% OF PRODUCTS ARE VEGAN – LUSH clearly labels their vegan products with a green “V.” This allows customers to easily decipher the products without ingredients like honey, lanolin, yogurt and eggs.

65% OF PRODUCTS ARE PRESERVATIVE-FREE – LUSH's initial intent when making products is to eliminate the use of synthetics and preservatives. In the event that they can't do this, LUSH introduces safe synthetics and uses only what is required.

58% OF PRODUCTS ARE FREE OF WASTEFUL PACKAGING – In LUSH speak, these include the brand's “naked” or solid products that contain no wasteful packaging, such as soap, bubble bar slices, shampoo bars, massage bars, shower jellies, body butters, and facial cleansers. Consider this...if everyone in the UK used LUSH's solid shampoo bars, then the waste of 22 million bottles would be prevented from entering the environment.

100% OF BOTTLES AND POTS ARE MADE FROM POST-CONSUMER RECYCLED MATERIAL - This packaging literally comes from people's recycling bins, a brilliant and eco-friendly concept from LUSH.

PALM FREE SOAP BASE - All of LUSH soaps are made using our palm-free soap base which is a combination of rapeseed, coconut and sunflower oils. LUSH worked for three years to develop a new soap base after learning about the harmful effects that the palm oil industry has on the rainforests, indigenous people and native animals of Malaysia and Indonesia. By switching to a palm-free soap base, LUSH reduced the amount of palm oil used by 133,000 pounds or 60.5 metric tons per year – that's 36.3 acres of primary rainforest saved from destruction.

NO ANIMAL TESTING POLICY ON PRODUCTS OR INGREDIENTS – LUSH's founder, Mark Constantine, has been a leading figure in the beauty without cruelty campaign - he pioneered this crusade back in the 80's and the LUSH team continues its support by not testing on animals themselves. LUSH feels so strongly about the issue they refuse to work with suppliers that provide raw materials tested on animals to other businesses as well. LUSH aims to promote alternative testing programs that do not use animals.

SUPPORT FAIR TRADE PROGRAMS AND SMALL FARMS TO SUPPLY RAW MATERIALS – At LUSH we want to know where our ingredients come from and how they're made. Our Creative Buyers have been to Ghana, Morocco, Papua New Guinea, Vancouver and the Colorado Rockies in search of the very best ethical ingredients. What we buy should have a positive effect on the communities and the environment it came from.

SUPPORT CHARITY – LUSH created Charity Pot to raise money and awareness about charities and campaigns for a better, fairer world. 100% of the retail price (minus taxes) of our Charity Pot hand and body cream goes directly to worthy causes.

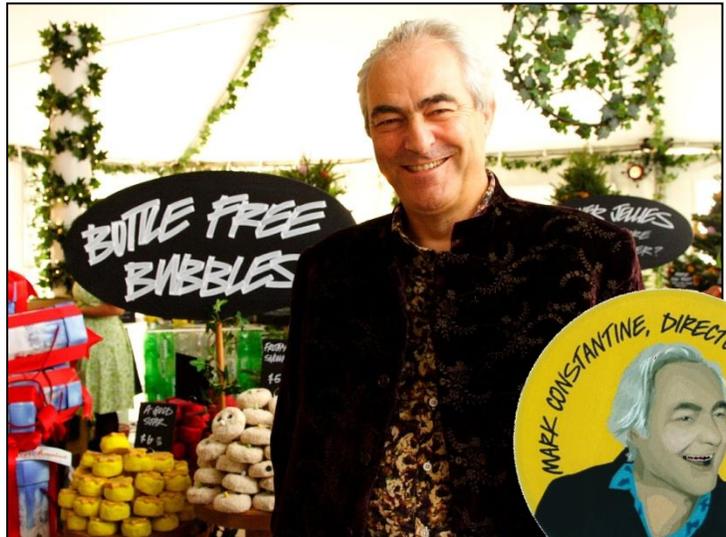


MARK CONSTANTINE

MANAGING DIRECTOR & CO-FOUNDER, LUSH GLOBAL

Mark Constantine has been Managing Director and, more recently, chairman of LUSH since he and his team founded the company in 1994. He is the driving force behind the ingenious and eclectic products that have come to characterize all that is fresh, fun, innovative and hand-made in the world of cosmetics.

Mark's unusual approach to cosmetics has always been focused on using effective, high quality natural ingredients. He trained initially as a trichologist, specializing in hair theory and product chemistry and began devising naturally based herbal shampoos and conditioners on a freelance basis - a natural progression given his interest in ecology and nature.



By 1976 he had set up Constantine & Weir specifically to create high quality ranges of hair and beauty products for a variety of companies, often co-operating with leading experts in cosmetics chemistry, herbalism, dermatology and aromatherapy. It was at this time that Constantine spotted an ideal opportunity for his own new set up and approached the owners of a fledgling beauty company. The fledgling beauty company was The Body Shop and the initial deal was to supply the two existing Body Shop outlets. The collaboration with Anita and Gordon Roddick proved both extremely long lasting (some 15 years) and phenomenally successful. Many of the products synonymous with Body Shop's success are Mark's creations.

In 1988, Constantine and his team took the opportunity to create a new outlet for their creativity and set up the anarchic mail order operation Cosmetics To Go. It was a massive success but burnt out in spectacular fashion.

Following a solitary spell, Mark was rescued by his regrouped, closely-knit creative team. They rallied and began working on new formulations that pushed forward the efficacy of cosmetics that incorporate only the freshest of fresh ingredients. LUSH had arrived!

Cosmetics are intrinsic to Mark Constantine as are innovation, energy, drive, a sense of humor and willingness to take risks. His approach to creating new products is highly original and comes from his incredible knowledge and enthusiasm. Constantine is as well known for pioneering cruelty-free cosmetics in the UK—he created the 5 year rule which allowed major beauty companies to implement non-animal testing policies—as he is for creating new product categories. Among the “firsts” attributable to Mark and the team are *bath bombs*, *Bio Fresh* (a new beauty category which uses only fresh ingredients and which has spawned several copy cat ranges since its inception in 1999), henna formulations that incorporate cocoa butter and come in solid form, solid bubble bath, and solid shampoo bars.

Mark Constantine's mantra could well be, “I Did It My Way”. He has been director of LUSH Ltd. since he and his team of six creatives founded the company as a mail order business in 1994, opening their first LUSH shop in Covent Garden early the following year. Not only the driving force behind the ingenious and eclectic products that have come to characterize all that is fresh, innovative and anarchic in the world of cosmetics, he also works as part of the product development team, creating hair,

skincare and body creams and treatments. Not one to rest on his laurels, over the past few years he has honed his skill as a “nose”.

Fifteen years on, and with the same low boredom threshold, Mark’s unusual approach to cosmetics remains focused on pioneering all that’s new and different, with integrity and a healthy dose of mischief. It also fuels his drive to continue to create effective, high quality plant-based ingredients with a respect for the environment, another of his personal passions. Mark Constantine’s enduring love and enthusiasm for his work, as well as the beauty and retail industries, remain at the heart of his determination to pursue this chosen path – as does his reputation as a maverick.

Constantine perhaps faces his biggest challenge as LUSH reaches its teen years – how to resist the temptation to conform, diluting the brand’s individuality, while growing a business that now encompasses over 650 shops in 45 countries, including 88 in the UK, and with ambitions for 1000 by 2010. In addition, in 2003, Mark and Rowena Bird, one of the original LUSH founding team, launched B Never Too Busy To Be Beautiful, a decadent and tempting boudoir fragrance and makeup boutique on London’s trendy Carnaby Street.

MARK CONSTANTINE: The History

1975: Joins Elizabeth Arden’s Red Door Salon, as a trainee hairdresser, graduating to trichologist, specializing in hair theory and product chemistry. He begins devising herbal shampoos and conditioners on a freelance basis - a natural progression given his interest in ecology and nature.

1976: Sets up Constantine & Weir (Elizabeth Weir now Bennett, and Mark still work together as LUSH’s UK Retail Director) specifically to create high quality ranges of hair and beauty products for a variety of companies, often co-operating with leading experts in cosmetics chemistry, herbalism, dermatology and aromatherapy. Constantine spots an ideal opportunity for his own new set up and approaches the owners of a fledgling beauty company, The Body Shop. Initially, supplying the only two existing Body Shop outlets, the collaboration with Anita and Gordon Roddick. This relationship went on to last 15 years and was phenomenally successful as many of the products synonymous with Body Shop’s success are Mark’s creations, ie. Peppermint Foot Lotion.

1988: By this time Mark is working with his current team. They turn the beauty industry on its head setting up the radical mail order operation Cosmetics To Go as a new outlet for their creativity. It is a massive success from day 1 and to this day remains a benchmark for creating and marketing a truly colorful and innovative beauty brand.

1994: CTG burns out in spectacular fashion for many reasons antonymous with the reasons for its success.

1994: Sets up new cosmetics company that begins trading as LUSH Ltd. with the opening of two London-based shops in Covent Garden and Kings Road. LUSH goes international signing deals for stores in Canada and Croatia.

1995: The story continues: Sales reach £100,000 at the end of the first full year of trading (1995).

Now in 2009, annual turnover for LUSH is £235 million. The brand is present in over 40 countries worldwide: top 5 countries are the UK, Japan, U.S., Canada and Russia. Today LUSH holds 41 patents and patents pending around the world in categories: deodorants, solid bubbles, lotions, frozen shower gels, hennas and solid shampoos and conditioners. The original founding directors continue to work closely together. LUSH is the only beauty brand in which the founders of the company not only create the products, but are involved in all areas of the business. LUSH manufactures and sells through its own retail outlets and employs up to 6000 people a year. LUSH UK is currently 10th in Sunday Times “Best Company to Work For” and holds two MAPIC Awards from the International Retail Market held annually to recognize dynamism in retail.

Mark Constantine lives in Dorset, England, is married to and works alongside Mo Constantine and has three children and four grandchildren. His two sons have recently joined the company, one as a graphic artist that just launched Retro LUSH, and the other as a perfumer on the Creative Buying team.

MARK WOLVERTON

PRESIDENT & CEO, LUSH NORTH AMERICA

Canadians, Mark and Karen Wolverton, first signed a license agreement with LUSH U.K. in early 1996, for the development of both retail and manufacturing of the LUSH brand in the Canadian market. Mark, in his capacity as President & CEO, has been responsible for overseeing the opening of manufacturing plants on both the east and west coasts of Canada, rolling out retail operations in all viable markets within Canada, and developing a strong internet and mail order based fulfillment center, covering both the U.S. and Canada. Based on the success of the Canadian roll-out and the strength of the operational systems put in place, it was decided by LUSH U.K. to expand Mark's scope to include overseeing the development of the U.S. market at the retail level. In 2002, Mark opened LUSH's first U.S location along San Francisco's famed Powell St. To date, Mark has opened 45 shops in Canada and 104 shops in the U.S.



Mark is Canadian born and raised and has resided in Vancouver, B.C. all of his life. He graduated from B.C.I.T. in Financial Management in 1986 and worked alongside his father and brother in the expansion of their family-owned brokerage business, Wolverton Securities. Currently, he and his brother oversee a family portfolio of investments in apartment buildings, commercial space, bars and restaurants.

Recognizing the potential of the LUSH brand, Mark moved out of the brokerage business in 1997 and began working full time for LUSH. Mark and his wife Karen embrace the challenge of developing the North American market for the LUSH brand and look forward to working closely with the U.K. in the coordination of the brand globally.

LUSH Fresh Handmade Cosmetics can be found in over 650 locations worldwide with 45 LUSH locations across Canada and 104 in the U.S, online at www.lushusa.com or by calling 1.888.733.LUSH. For further information, digital images or product samples, please contact the LUSH Press Office:

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