



PREP COSMETICS | WWW.SHOPPREP.COM

For Immediate Release

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Prep Cosmetics Opens Eco-Friendly Shop in Newport

NEWPORT, RI, July 8, 2008 — Just a few steps up from Newport's Historic Thames Street a soft light glows from a petal chandelier, vibrant colors, high gloss cabinets, and a large antique oak library card catalogue showcase high-end cosmetic and skin care products. Welcome to Prep Cosmetics — a sophisticated cosmetic boutique where smart, brand conscious consumers can exclusively find high-end organic, natural and designer lines locally in the city-by-the-sea.

"Prep's mission, is to bring quality beauty brands into markets where they were never available before" according to Emily Kumler co-owner. "We hand pick the best brands for men and women of all skin types, ages and races."

Prep Cosmetics, located at 182 Thames St., is the jewel in the crown and flagship store to open under the direction of Emily Kumler and Noor Al-Qatami owners of the cosmetic boutique chain. The Newport store joins Prep stores in the college towns of Amherst, Massachusetts, and Madison, Wisconsin. In five years, the company expects to open 12 more Prep stores in college towns nationwide, continuing to strengthen the brand and eventually open Preps in the Gulf region of the Middle East.

"It seemed like a winning concept," said Emily Kumler co-owner and partner in Emoire LLC, Prep's parent company, along with Noor Al-Qatami. "We hope to be the authority in the boutique beauty business, combining exceptionally high-quality products and hands-on education to women and men of all ages. Our on-site staff includes highly experienced make-up artists. We don't want people buying things they don't need; we want them learning what they need and feeling good about their purchase as well as our advice."

Prep's most well known product line is Kiehl's, offering the full range of products for men, women, babies, and even dogs! Customers will find their favorites, such as Crème de Corps, alongside the newest product, Abyssine Cream and Cryste Marine.

Best known for glamorous red lipsticks in the film Pearl Harbor, Hollywood makeup artist Julie Hewett's designer line, Julie Hewett Los Angeles, is exclusively available in Newport, RI at Prep Cosmetics.

Customers will also be able to shop for the Australian lines BECCA and Napoleon. With the lack of ozone over Australia, that country's makeup products are famous for advancements in protecting skin from the sun's harmful rays. Therefore, both brands are the perfect fit for a summer seaside destination like Newport.

Prep is the exclusive Rhode Island provider for most of the lines it carries. Kumler is proud to offer paraben-free, organic makeup from Alison Raffaele in light of recent news reports possibly linking paraben in cosmetics to breast cancer.

"We are so conscientious about what we eat and the toxins in our environment, but we don't put equal thought into what is in the products we put on our bodies. What you put on your skin goes into your entire system; it's something to at least be aware," she said.

Kumler will be offering an innovative eco-friendly, "Preppy Cab" bicycle delivery service for local residents and hotel guests, making shopping at Prep even easier for Newport residents.

A former reporter, Emily Kumler began her career bringing beauty and fashion to the largest newspaper in Nevada. Launching the first style section the paper ever had, Kumler's column covered beauty tips, myths and tricks. Moving from print Kumler brought her style and fashion sense to ABC's 20/20 and Primetime as a segment producer.

While working at an international business expansion firm, Kumler met Noor Al-Qatami from Kuwait and decided to combine her knowledge of business and beauty and form Emoire LLC, a play on two women's first names.

Lauren Frank started Prep in Madison, Wisconsin, and now serves as creative director, traveling extensively for Prep. A former student at the University of Madison, Frank saw early on the need for a cosmetics store that would appeal to a range of women.

"I was just surprised there was nothing else like it because you had all these women living in a contained area," Frank said of her inspiration for the original store.

With the expansion, Frank said Prep is able to carry more hard-to-find brands and make sure everyone who comes in can find something for their particular skin type. She sees expansion

into other countries as a natural part of the process.

"You can get anything you need here whether you're going to the beach, are on vacation, or live here year-round," said Kumler, pointing out that Prep sells sandals, Missoni beach towels, and Kiehl's sun block and sunless tanning lines. "You can run in and grab what you need or make an appointment and learn how to create a new look for yourself."

ShopPrep.com, the store's groundbreaking new website, offers customers a personalized interactive beauty connection. According to Kumler, " We've all bought products that seemed essential until we returned home and realized we didn't know exactly how to apply them! Because at Prep we're beauty junkies we've collectively gathered a lot of knowledge about our products. Our highly experienced staff is happy to offer tricks and tips on how to best use our products through the website."

The website also offers blogs from the professional make-up artists at all three Prep locations as well as make-up artists to the stars! Don't be surprised to find tips from top models and other famous beauty bloggers as well!

Another unique feature of the site, "How-to Videos," are demonstrations that will provide quick tips and tricks on make-up application. Professional make-up artists are available on demand, with a click of the mouse! These special how-to beauty tips and tricks will also be posted on social networking sites like YouTube.

Kumler has ambitious plans for the site and is working with web developers to create a virtual make-up application for every ethnicity. Her goal is that once on the site, you will be able to select the skin type that most closely resembles your own and see how the colors you have selected will look, whether your skin is sandy buff, a deep espresso or anything in between.

Prep Cosmetics new headquarters is located at 182 Thames Street, Newport, RI 02840. Open seven days a week. Call 401.847.4600 for more information or to schedule a personal make-up session.

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About the lines available at Prep, Newport

PREP Cosmetics is proud to offer the following lines at our Newport, RI location:

BECCA

While most cosmetic companies offer 3 to 7 concealer colors, the Perth, Western Australia based BECCA line has colors for all women, featuring 34 concealer colors and 30 foundation colors. The line also offers a range of natural toned shades for face, lips, cheeks and eyes, along with an extensive collection of brushes. BECCA made its international debut in London in October 2001, and the brand is now available in more than 70 of the most prestigious stores across the globe. Celebrity clientele includes: Mary-Kate Olsen, Naomi Campbell, Gwyneth Paltrow, Alicia Keys and Cameron Diaz.

Becker Eshaya Fragrance

Becker Eshaya fragrance represents the collaboration of two long-time friends and colleagues of the fashion world, Kristen Becker and John Eshaya. The partnership was inspired by their desire to create fresh and modern designer fragrances as ideal complements to current fashions. The pair's ongoing mission is to develop a sophisticated fragrance wardrobe that appeals to the most discerning and discriminating of noses. Becker Eshaya fragrances are sold at exclusive retailers such as Fred Segal, Bergdorf Goodman and Scoop.

DB Flip Flops

The most beautiful flip-flops and slippers your feet will ever wear! The amazing press says it all – these flip-flops and slippers are not only beautiful, but oh, so comfy too! DB Flip Flops have an amazing celebrity clientele including Eva Longoria, Jessica Alba, Marcia Cross and Jennifer Anniston. The wedding flipflops have been so popular this season – “What’s mine is mine, what’s his is definitely mine – I do!” Each style has a bold statement on the insole – “I’m not a princess”, “I’m The Queen” – “Fly, fly away, but leave me your credit cards” and more!

EYEMIMO

The Eyemimo™ brand was created by beautician Jenny Permanasari Kwan and her husband in 2007. With many different styles and designs to choose from, every set of Eyemimo™ lashes is made by hand from either synthetic or sterilized human hair, and a rigorous quality-control process ensures the highest standard of excellence in manufacturing and distribution.

Foot Petals

While researching materials for her products, Foot Petals designer, Tina Aldatz Norris stumbled upon a high performance urethane called PORON and found that it did everything she wanted: it repelled moisture, bacteria and odor, absorbed shock, and was available in a variety of colors. Very soon thereafter, Tina introduced her first Foot Petals product, Tip Toes (a foot cushion for the balls of the feet). Tip Toes has since been endorsed not only by those in high fashion, and countless celebrities, but also by the medical community. Today, Foot Petals consists of over ten unique products and kits that provide women with stylish, yet invisible solutions to common problems caused by wearing their favorite shoes (especially their favorite high heels and stilettos).

GIRLACTIK

Galit Strugano, a Los Angeles makeup artist frustrated by the mess that glitter makeup made, developed a sparkle formula that would work effortlessly for her, as well as others. With help from a chemist Galit invented her signature long-lasting base and easy-to-use fine sparkles, and girlactik was born. The brand has become the cosmetic world's premier line of sparkle makeup and has attracted a huge celebrity base including Britney Spears, Carmen Electra, Alicia Keys, Christina Aguilera, Eve, Julia Roberts, Ali Landry and more.

Julie Hewett Los Angeles

Julie Hewett is one of the foremost beauty makeup artists actively working in Hollywood today and is a member of the exclusive Academy of Motion Picture Arts & Sciences. This honor is bestowed to those having demonstrated exceptional accomplishments in the art of Motion Pictures. Julie has 20 years of experience working with such award-winning actresses as: Nicole Kidman, Mandy Moore, Hilary Swank, Winona Ryder and Kate Beckinsale.

Kiehl's

Kiehl's was founded as an old-world apothecary in New York's East Village neighborhood over 150 years ago. Kiehl's products are made utilizing the finest ingredients known, in unique formulations to assure the high quality skin, hair and body care that Kiehl's customers have come to expect. The skin care brand's unique, extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed and passed on through the generations.

Missoni

PREP Cosmetics is proud to offer Missoni Beach Towels, part of the fashionable Missoni Home collection. The collection designed by Rosita Missoni stands out for its sunny personality and creative spirit, in which a sense of warmth is interwoven with manufacturing skill. The inspirations and emotions of fashion color her ideas of home design. Translating these multifaceted ideas into fabric and furnishing solutions is made possible by the almost symbiotic collaboration between two leading Italian companies: Missoni, among Italy's top fashion designers, and T&J Vestor, a firm that boasts a long family tradition in home fabrics and furnishings.

Napoleon Perdis

Napoleon Perdis, Australia's leading makeup artist, is all about transforming runway to reality to bring out the celebrity in every woman. The Napoleon Perdis philosophy is not dictated by fashion – it's about celebrating and empowering natural beauty with products that have built-in educators and pro-tips. The butterfly emblem symbolizes something of great value to Napoleon Perdis: the choice of color and the freedom to discover yourself through experimentation. Celebrity clients include Paula Abdul, Teri Hatcher, Rose McGowan, Nicolette Sheridan, Hilary Duff and Melissa George, among others.

Paul & Joe

Paul & Joe Beauté is a collaboration between French fashion company, Paul & Joe and quality Japanese manufacturer, Albion Co. Ltd. Creator Sophie Albou's inspiration for the line was life's sheer pleasures and exotic sensuality. The multi-functional line features 'vintage-boudoir' style packaging, and offers a wide variety of products.

SALONTEA

Tracy Stern launched her SALONTEA brand in 2005. She's transformed her passion for tea into a unique brand of tea-infused beauty, body and skin care, as well as her own custom blends. Her products receive frequent editorial coverage in prestigious magazines such as Vogue, Elle and In-Style; have earned a devotee celebrity following; and are sold at exclusive beauty boutiques and department stores around the globe including Franck et Fils Paris and Harvey Nichols Dubai.

Skin ALISON RAFFAELE

Alison Raffaele Tatem's greatest passion as a make-up artist has been and always will be, teaching women to find and bring forth the beauty within themselves. To further realize her personal goals, she founded Alison Raffaele Cosmetics, Inc. The line has recently been reformulated with every effort made to be environmentally responsible through the production of both products and packaging. Every product is now free of parabens, sulfates, mineral oil/petrolatum, talc, and fragrances, and, whenever possible, Alison Raffaele packaging is 80% post-consumer materials, Forest Stewardship Council approved, biodegradable and recycled.

Tweezerman

Tweezerman International (TMI) has long been recognized in the beauty industry for setting the highest standards of quality, reliability and service with every product that the brand offers. One of Tweezerman's best sellers, the "Slant Tweezer" was chosen for the seventh year in a row as a 'Best of Beauty' winner by Allure editors.



Emily Kumler, President



Noor Al-Qatami, Director



Lauren Frank, Creative Director

Prep Cosmetics Bios

Emily Kumler, President, comes to Prep with years of experience analyzing business expansion and trends. She spent six years working as a reporter covering a range of business topics. These topics included trend prediction in Las Vegas, Congressional influence over business innovation, technology's ever-wider impact on commerce and the consumer, the power of marketing and strategic expansion, to name a few.

Her work took her from Boston, where she graduated from Smith College, to Chicago where she earned a Masters from Northwestern University, to Las Vegas where her business reporting led her to launch a style section for the largest paper in Nevada, the Las Vegas Review-Journal. While working in Las Vegas, Kumler had a column covering beauty tips, myths and tricks – along with other female oriented topics. She handpicked the products she wrote about in the column as well as the rest of the section. This experience gave Kumler the foundation she needed to become a beauty expert. Her education was fueled with information from both the cosmetics companies as well as her devote readers who wrote in about their favorite products.

Kumler left Nevada for New York where she wrote for women's magazines before landing at ABC News' 20/20 and Primetime. At ABC she generated story ideas and content as a story editor. In 2007, Kumler and Noor Al Qatami partnered up to help established companies expand within the United States. Prep Cosmetics was purchased by Kumler and Al Qatami's holding company, Emoire LLC, in December 2007.

Noor Al-Qatami, Director of Prep Cosmetics, learned the importance of fulfilling a market demand as an impressionable child in the aftermath of the Iraqi invasion of Kuwait. Left with very little, she worked side-by-side with her parents and siblings. The family, in an attempt to regain their wealth and help rebuild their country, opened an agriculture store. Noor, at 7 years old, worked in the sales department. She opted to sell roses because she enjoyed seeing her fellow Kuwaitis find some beauty and enjoyment in their lives. As her family business gained momentum she was able to apply her basic business knowledge to a range of business platforms. Her natural intuition helps direct her toward new trends and market demands. She and Emily

Kumler founded Emoire, Prep's parent company, with the goal of combining their resources to help small beauty and fashion companies establish themselves in a larger market. Noor is using what she learned on a micro level from selling roses and applying it on a macro scale by financially investing in Prep Cosmetics and bringing beauty to women who would not normally be able to find such products in their markets.

Lauren Frank, Creative Director of Prep Cosmetics, is an alumna of the University of Wisconsin-Madison, and returned to her favorite city in May of 2006 to open the original Prep Cosmetics.

Lauren brings to Prep her years of experience in one of the world's most vibrant and fashion-conscious cities, Las Vegas, Nevada. In her role as a public relations strategist for communications firm R&R Partners, and spokesperson for the Las Vegas Convention and Visitors Authority, Lauren handled a broad range of promotions and events including; The Forum Shops at Caesars Palace expansion opening gala; Road to Vegas concert tour; New York fashion week, Las Vegas promotion; and many other high-profile events on the world-famous Vegas Strip. During this period of her career, Lauren worked with many celebrities, and on scores of photo and television shoots, which helped develop her passion for the beauty and fashion industry.

While she first imagined a store like Prep Cosmetics during her freshman year at U-W, it was Lauren's experiences in Las Vegas that inspired her to return to Madison and pursue her dream of opening a make-up store on State Street.

As Creative Director of Prep Cosmetics Group, Lauren selects products and brands for all three Prep store locations, Madison WI, Amherst, MA, and Newport RI, as well as for the coming Prep Cosmetics website, www.shopprep.com.



Prep Cosmetics, 182 Thames Street, Newport, RI 02840



Prep Cosmetics Signature Chandelier



Kiehl's Lip Gloss



Prop Cosmetics personal make-up session.



Prop Cosmetics personal make-up session.



Prep Cosmetics products



Newport "Preppy Cabs" will deliver eco-friendly cosmetics in an eco-friendly way