

BORGHESE NEWS & EVENTS

MARCH 2008

BLOGS

- **Beauty News NYC** – Spa Mani Moisturizing Gloves
<http://www.beautynewsnyc.com/skin-care/hand-it-over/#more-7265>
 - **StyleforFree.com** - Lip Treatment Moisturizer SPF 15 & Spa Comforting Cleanser
<http://styleforfree.com/styletalk/viewtopic.php?t=90111>
 - **Coutorture** – Splendore Brightening Makeup
<http://www.coutorture.com/1128522>
- Beauty Blogging Junkie** – Sali Salt Scrub
<http://www.beautybloggingjunkie.com/2008/03/pour-some-salt-on-me.html>

PRINT

- **Pathfinders Travel Magazine** – *Fango Brillante Mud* was featured and *Virtuale Foundation in Sienna* was highlighted in the March/April 2008 issue on page 15
- **Denver Life Magazine** - *Cura C Renewal Treatment Kit* is featured on -
http://www.denverlifemagazine.com/index.php?option=com_content&task=blogsection&id=10&Itemid=74

TV

Montel Williams “Living Well Segment” (airing in May) – Hollywood themed party for an extraordinary 15 year old girl living with Lupus who gives back to her community everyday by working at homeless shelter. Borghese donated 20 gifts with some of our most popular products included. The Montel Williams audience was also gifted with our *Summer Nights GWP*

CHARITIES

Montel Williams MS Foundation Gala & Pro-Celebrity Poker Challenge – invited celebrities such as Jason Alexander, Hank Azaria, Jack Black, Matt Damon, Blair Underwood, Shannon Elizabeth, Denzel Washington, LL Cool J, Matthew Perry, Jennifer Tilly, etc received Borghese’s *Spa Comforting Cleanser*

EVENTS

Shecky’s Girls Night Out – 445 women went home with our *Fall 2006 Milano GWP* and 859 women received *KS Mini Lip Glosses, Night & Eye Cream Packettes*

UPCOMING APRIL EVENTS

Select Lord & Taylor doors will be participating in our “Spa Elements Event” where customers are invited to make an appointment for a special in-store treatment and receive a deluxe token of appreciation for visiting the Borghese booth.

Dates & Locations:

- 4/15- Garden City, NY- 516.742.7000 ext 247
- 4/18- NYC- Fifth Avenue- 212.391.5376
- 4/26- Burlington, MA- 781.273.1461 ext 251
- 4/26- Oakbrook, IL- 630.574.8000
- 4/26- Ridgewood/The Fashion Center, NJ- 201.447.0400 ext 251
- 4/26- Stamford, CT- 203.327.6600 ext 244
- 4/26- Eastchester, NY- 914.723.7700 ext 246

