

FOR IMMEDIATE RELEASE

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New cosmetic company launches array of scented, flavored lip glosses reminiscent of a simpler time.

Los Angeles, CA – March 30, 2004 – TINte Cosmetics is excited to introduce our new line of scented and deliciously flavored lip glosses that are a sweet treat for your lips. The line of glosses is packed with multi-moisturizing properties including Shea Butter, for a soft succulent smooch! TINte Cosmetics will launch in spring 2004 with eighteen unique flavors including Root Beer, Bubble Gum and Cream Soda packaged in a great vintage slider tin. TINte Cosmetics will be primarily distributed to high end boutiques and Nordstrom's nationwide. According to founder Stacy Provines, "We want women to enjoy our beautiful colors as well as the great scents and flavors. Every woman has a scent that reminds her of a specific time in her life and TINte Cosmetics wanted to capture those memories".

TINte Cosmetics was created from a feeling, a feeling of a simpler time, a time we all cherished, a memory of pure innocence, the essence of youth and freedom. The creator of TINte Cosmetics is a modern day woman who remembers her first encounter with a lip gloss, a lip gloss with the color, aroma and flavor that launched her and a generation down the road to femininity.

We at TINte Cosmetics want you to recapture that time of innocence, enjoy our tastes, colors and flavors, enjoy that moment that brings you back to the memory of your very first kiss and the excitement and anticipation of waiting for the next flavor to arrive.

We know the TINte woman has evolved into a modern day career woman; she is also an icon, a girl on the town, always on the best guest list, and the retro girl, the girl who displays the elegance and class from the past.

This is the feeling that inspired the idea behind TINte Cosmetics. What will TINte Cosmetics mean to you?

This spring, recapture that time of innocence...enjoy our tastes, colors and flavors, enjoy the moment that brings you back to the memory of your very first kiss. With the moisturizing elements of Shea Butter that give your lips the pleasure of being pampered.

"Product tested on boys, not on animals!"

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