



SkinMedica[®]
Science of Beautiful Skin

**New York Fashion Week
VIP Styling Lounge**

The Empire Hotel
September 13th and 14th, 2011

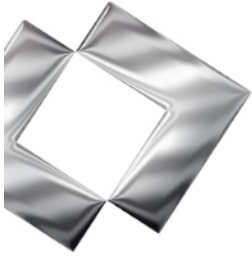




EVENT OVERVIEW



- To further position SkinMedica as a luxury, fashion-forward brand, ShopPR facilitated the brand's participation in the 2011 New York Fashion Week Styling Lounge on September 13th and 14th at the Empire Hotel—across the street from Lincoln Center, home of Mercedes Benz Fashion Week
- The Styling Lounge is a luxury retreat where media, stylists, celebrities, models and other industry VIP's get pampered between shows
- SkinMedica's Lora Colvan, provided complimentary Illuminize Peels, SkinMedica facial treatments and skin consultations to guests, allowing this influential audience to experience the brand and products
- All guests who stopped by the SkinMedica booth received targeted products for their skin type
- ShopPR is proactively pitching celebrities who received SkinMedica products to entertainment and online media, as well as following up with media in attendance



EVENT INVITE

SkinMedica
Science of Beautiful Skin

SHOP
PR

GBK
INVITES YOU
TO A PRIVATE
STYLING LOUNGE
TO CELEBRATE
NYFASHIONWK

BENEFITING CHARITIES: FASHION DELIVERS AND AMERICAN HEART ASSOCIATION

FEATURING SOME OF THIS YEARS
HOTTEST STYLES, TRENDS, +BEAUTY PRODUCTS
SEPT13 -14 **EMPIREHOTEL**
10AM-8PM **2ND FL**

GET PAMPERED WITH:
FACIALS/PEELS BY SKINMEDICA
MAKEUP APPLICATIONS BY HARD CANDY
BLOWOUTS BY O&M
RSVP: RSVP@ANAMARTINSPR.COM
(212) 333-2085

SkinMedica was highlighted on the official event invite



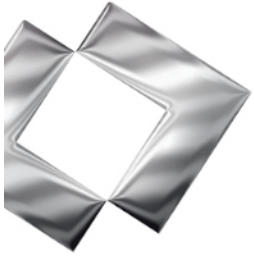
EVENT HIGHLIGHTS



The SkinMedica booth at the Styling Lounge

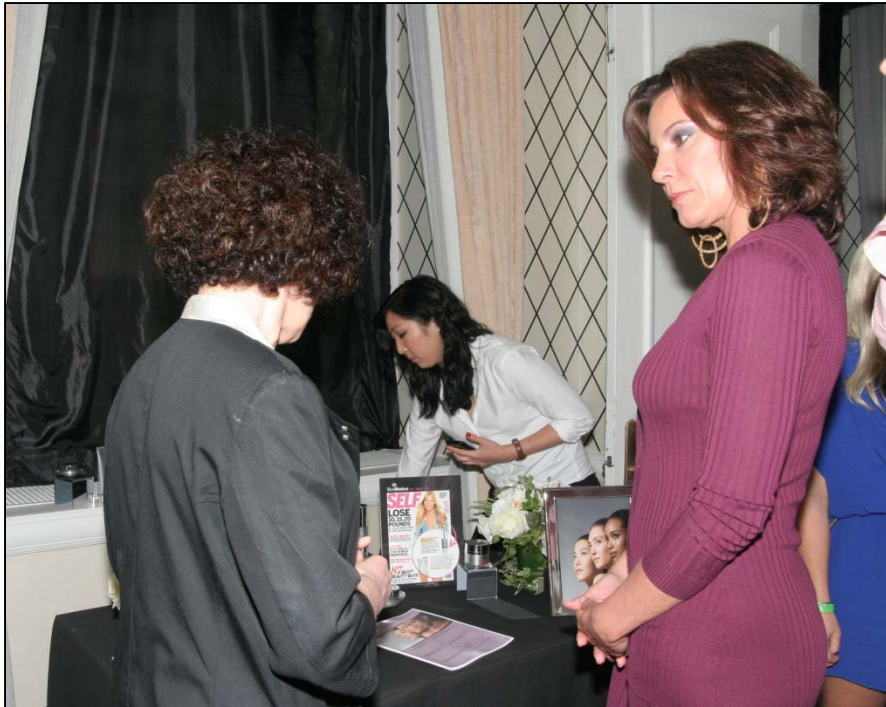


Lora Colvan offered media, influencers and celebrities in attendance Illuminize Peels and SkinMedica treatments



VIP SCENE

SkinMedica[®] Science of Beautiful Skin SHOP_{PR}



Lora Colvan gives a skincare consultation to *Real Housewives of New York* star, Countess LuAnn de Lesseps



Jill Zarin from *Real Housewives of New York* poses with her SkinMedica regimen



VIP SCENE



Real Housewives of Atlanta star, Phaedra Parks was already familiar with SkinMedica and excited to receive her recommended regimen



Tiffany Hines, of CW's *Nikita* is all smiles to receive SkinMedica products



VIP SCENE

SkinMedica
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PR



Celebrity stylist, Philip Bloch received his SkinMedica consultation from Lora Colvan; he was very excited to try TNS Essential Serum and TNS Line Refine to help with crow's feet and wrinkles



Television personality, Star Jones with her SkinMedica products

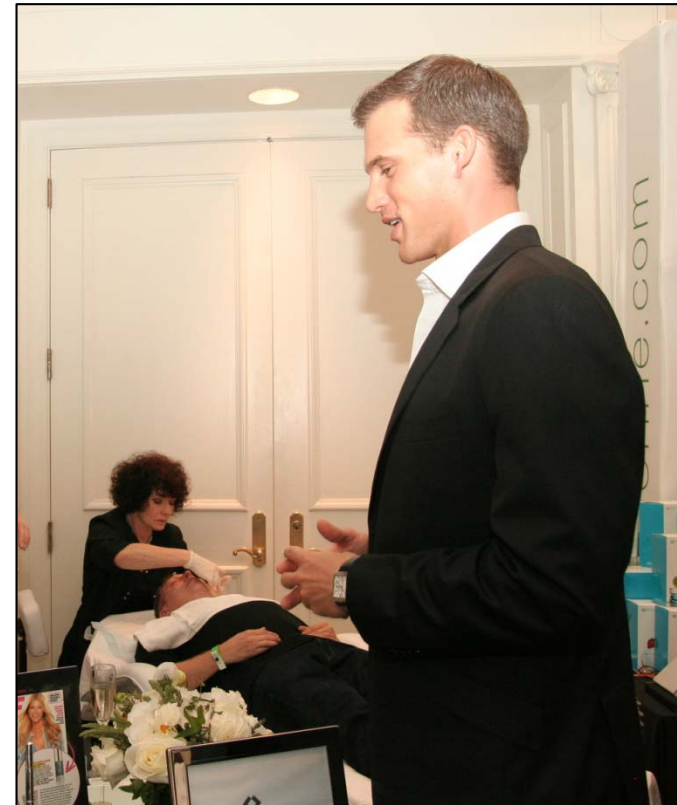


VIP SCENE

SkinMedica
Science of Beautiful Skin **SHOP**
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America's Next Top Model judge, Jay Alexander poses with his SkinMedica regimen



Matt Nordgren of *Most Eligible Dallas* checks out the SkinMedica booth; he was very interested in finding the right skincare regimen



VIP'S IN ATTENDANCE

- Lindsay Lohan – Actress, singer
- Kirstie Alley – Actress
- Kara DioGuardi – *Platinum Hit*
- LuAnn de Lesseps – *Real Housewives of New York*
- Jill Zarin – *Real Housewives of New York*
- Phillip Bloch – Celebrity Stylist
- Star Jones – Television Personality
- Phaedra Parks – *Real Housewives of Atlanta*
- Chaske Spencer – *Twilight* saga
- Tiffany Hines – *Nikita*
- Sammi Sweetheart – *Jersey Shore*
- Deanna Nicole – *Jersey Shore*
- Danielle Staub – *Real Housewives of New Jersey*
- Matt Nordgren – *Most Eligible Dallas*
- Jay Alexander – *America's Next Top Model*
- Constantine Maroulis – *American Idol/Rock of Ages*
- Crystal Streets – Celebrity Stylist
- Denise Rich – Socialite
- Gloria Govan – *Basketball Wives LA*
- James Campbell – *Designer/Stylist*
- Joe Exclusive – Celebrity Stylist
- Jonathan Knight – *New Kids on the Block*
- Kelly Slater – Surfer
- Larua Govan – *Basketball Wives LA*
- Lindsay Albanese – Celebrity Stylist
- Matthew Settle – *Gossip Girl*
- Matt Barnes – *Los Angeles Lakers*
- Mia Maddox – Stylist
- Nasim Pedrad – *SNL*
- Natalie Cole – Singer
- Nole Marin – *America's Next Top Model*
- Paula Garces – *Warehouse 13*
- Rizwan Manj – *Outsourced*
- Taila Coles – Trey Songz' stylist
- Marlo Hampton – *Real Housewives of Atlanta*
- Tamara Tunie – *Law & Order SVU*



MEDIA IN ATTENDANCE

SkinMedica[®] SHOP^{PR}
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The New York Times

Star

ESSENCE



totalbeauty.com

ESSENCE.com



DAILY BUZZ

Betty[®]
Confidential.com

Glam.com

examiner.com

Beauty^{•••}NewsNYC.COM



fashiondaily^{mag}
chic style + beauty + art



THE CURVY FASHIONISTA
curvy confident chic



FASHION 360 MAGAZINE

