

# BORGHESE NEWS & EVENTS

JUNE 2008

## BLOGS

- **Makeup Minute** – *Lumina Hydrating Concealer* is featured –  
<http://www.makeupminute.com/product-launch-borghese-lumina-hydrating-concealer/>
- **Glam.com**  
[http://beauty.glam.com/blogs/makeup\\_minute/product\\_launch\\_borghese\\_lumina\\_hydrating\\_concealer/?aff=110681295](http://beauty.glam.com/blogs/makeup_minute/product_launch_borghese_lumina_hydrating_concealer/?aff=110681295)
- **Shecky's Beauty Indulgence of the Day** - *Fango Brillante Mud* is featured  
[http://www.sheckys.com/newyorkcity/beauty/borghese\\_fango\\_brillante\\_brightening\\_mud\\_mask\\_6121.asp?type=lust&page=1&date=](http://www.sheckys.com/newyorkcity/beauty/borghese_fango_brillante_brightening_mud_mask_6121.asp?type=lust&page=1&date=)

## PRINT

- **Boca Raton News (Society & the Arts)** – Our counter at Bloomingdales Boca Raton was featured and *Fango Delicato, Crema Straordinaria Sapone, Spa Serenity, Tuscan Traditions & Beauty and the Beach* were also highlighted
- **New York Amsterdam News** – *Lumina Hydrating Concealer* is featured
- **W Magazine (July issue)** - *Lumina Hydrating Concealer* is highlighted in the Beauty Note (pg. 80)
- **The NY Sun** – Along with a feature on *Georgette, Splendide Mani Smoothing Hand crème, Molto Bella Liquid/Powder Makeup, Splendore Brightening Body Glow & Summer Glow Tinted Moisturizer SPF 20* are featured
- **FAMA Magazine** – *Fango Brillante* and *Fango Mud for Hair & Scalp* are featured

## EVENTS

- **19th Annual Pre-Daytime Emmy Awards Party** – celebrity guests were gifted with *KS by Borghese Moisture Lotion*. Photos from the event can be seen at the link below.  
<http://wireimage.com/ItemListings.aspx?ipp=120&iqi=320897&nbc1=1>
- **Michael Antonio Footwear Muse Search** - Borghese gifted the press filled audience with miscellaneous samples as well as provided makeup for the 6 winners and party guests
- **Miss Earth East Coast Pageant** – National title holder, Christina Joseph, was gifted with a basket of *various Borghese products*. Christina also visited the Borghese counter at Bloomingdales.
- **Clear Channel Radio (Channel 933 San Diego) Beach Clean up Event benefiting SurfRider Foundation** – *KS by Borghese Night and Eye Crème Packettes* were gifted to 200 guests and all sponsors' names were spoken on air.

## CHARITIES

- **The Jorge Posada Foundation's Heroes for Hope Gala** – Borghese donated a gift basket of various products valued at \$444.

