

BORGHESE NEWS & EVENTS

OCTOBER 2007

As Featured In

Our new 'Elements of Life' advertising campaign is breaking all over! It was featured in the October issues of W, InStyle, Vanity Fair, New York Times Magazine, Southern Beauty and New Beauty magazines! It was also featured on the online media website, Marketing Daily.

Here are some more mentions of Borghese's top products and editor picks!

-Southern Beauty Magazine (Preview Issue)-

Pg 18 – Insiders' Picks – **Superiore State-of-the-Art Mascara**

Pg 55 – Hair Apparent – **Fango Active Mud for Hair and Scalp**

Pg 67 – Hand Story – **Splendide Mani Smoothing Hand Creme SPF 8 & Spa Mani Moisture Restoring Gloves**

-Raging Rogue (Blog) – **Brow Milano** and **Linea Perfetta Brow Pencil**

<http://www.ragingrouge.com/ragingrouge/2007/10/all-about-brows.html>

-Makeup Minute (Blog) – New **Linea Precisa Liquid Eyeliner**

<http://www.makeupminute.com/borghese-new-linea-precisa-liquid-eyeliner/>

-Bit by the Beauty Bug (Blog) – **Labbro Più Paffuto Lip Plumper**

<http://www.bitbythebeautybug.com/?p=619>

-Who Reps What (Blog/PR Network) – **Cura-C Vitamin C Renewal Treatment Kit** –

<http://who.repswhat.com/news/vitamin-c-beyond-the-oj>

-NY Amsterdam News- **Cura-C Vitamin C Renewal Treatment Kit**-

<http://www.amsterdamnews.org/News/article/article.asp?NewsID=81599&sID=38>

Events

-**Grand Opening of Mediterranean Village At Sandals Grande Antigua Resort & Spa** – guests received our Roman Holiday gift. Celebrity attendees included: Kimora Lee Simmons, Djimon Honsou, Stephen Colletti, Maria Menounos, Stacy Keibler, Rumer Willis, Blake Lively (Gossip Girl), Brook Burke, etc. Some of the attendees loved our gift so much they used the makeup and the bag as their purses for some of the night's events.

-**Kim Kardashian's Birthday Party at Les Deux** – guests were gifted with two star products- **Crema Saponetta Cleansing Cream** and **Fluido Protettivo Advanced Spa Lift for Eyes**. Celebrity guests included: Kim's sisters and her costars of their new show "Keeping Up with the Kardashians", Brittny Gastineau (Gastineau Girls), Robin Antin (Pussycat Doll Creator) & Aubrey O'Day (Making the Band – Danity Kane).

-**Concept Magazine Party**- guests received a selection of Borghese lip & eye liners

Philanthropy

360° of Beauty: For Battered Women – Borghese donated B Moisture Advanced Care Lipcolour lipsticks.

