



FOR IMMEDIATE RELEASE

Attention: Beauty, Alternative, Lifestyle Editors

BAMBOOTIFUL

Introducing the ecOTOOLS Collection for the Environmentally-Inspired

Richmond Hill, ON -- (September 2008) -- Green is no longer just an eye shadow hue in your compact, or a candle on your countertop -- it's become a lifestyle choice. With the launch of ecOTOOLS®, the premiere mass eco-conscious cosmetic brush and bath accessories collection, going green has never been more rewarding.

ecOTOOLS – Brushes

Every environmental aspect of this green beauty gear has been meticulously planned and considered. The entire range of naturally chic products features bamboo handles (bamboo has a low impact on the earth's resources, since it is a highly sustainable plant that can grow up to four feet daily). Taking care of yourself and the environment never looked better.

The cosmetic collection features animal-free taklon bristles (made from soft and pliable synthetic hair), with the metallic ferrule made from recycled aluminum cans. The beauty brushes are housed in reusable pouches and printed with plant-based ink, utilizing resources that minimize the negative impact on the environment. Investing in brushes from ecOTOOLS® is a small, but smart, way to help do your part to make the world a greener place.

As an added bonus, the brushes are professionally designed to maximize beauty and minimize effort. Use the expertly-tapered Blush Brush to highlight and contour cheekbones with the precision of a professional. When the occasion calls for a sexy, smoky eye, opt for the Angled Eyeliner Brush, with its ultra flat angled bristles. ecOTOOLS® gives skin a flawless finish while giving your spirit peace of mind.

ecOTOOLS – Eco-Friendly Bathing

In addition, ecOTOOLS® has a line of bath accessories that transform any bath from blah to bliss in seconds. Instead of scheduling massages and facials at the nearest spa, bathing beauties and beaus are enjoying a taste of eco-conscious clean with these plush, yet practical, products in their very own homes.

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ECOTOOLS – Eco-Friendly Bathing, (cont’d)

Bamboo Bathing Sponge – Made with natural, sustainable bamboo this super soft bamboo fabric cleanses and soothes tired skin with a fine lather when used with your favourite soap or body wash. The Bamboo Loofah Brush combines an exfoliating sponge to smooth and polish, leaving you feeling fresh and rejuvenated.

Recycled Plastic Bath Sponge – Made from recycled plastic bottles, the ultra exfoliating sponge creates a rich lather while smoothing away dry flaky skin.

The complete ECOTOOLS® collection enhances the beauty and bathing experience and changes conventional thoughts of green products. Wherever you apply make-up or spend hours during soak sessions, cosmetic brushes and bath accessories from ECOTOOLS® make beauty simple and natural.

In a continued effort to give back, ECOTOOLS® has joined with 1% For The Planet, an alliance of businesses committed to leveraging their resources to create a healthier planet. Members recognize their responsibility to, and dependence on, a healthy environment. Therefore, 1% of ECOTOOLS® annual sales will be donated to the organization. In addition, every ECOTOOLS® product has a “green” tip on the back of the package (and many others can be found on their website as well). Everyone who purchases a piece of the collection discovers another small step that can create a greener lifestyle.

Paris Presents creates and distributes comprehensive lines of cosmetic, bath and body, and travel products for mass, specialty and department stores. The company prides itself on delivering products that are fun and fashionable, while offering a great value. Paris Presents has a continuous history of delivering new and innovative products to the marketplace.

Farleyco Marketing is the distributor for Paris Presents and its’ products including ECOTOOLS® in Canada. As a marketer of niche beauty and health products in the Canadian landscape, Farleyco represents many brand names, and is committed to offering Canadians best selection in their shopping experience.

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For additional information on ECOTOOLS® or to receive a high res image, please contact:

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