

ECOTOOLS GIVES BACK

EcoTools[®] Offers Consumer-Chosen Charitable Donation

GURNEE, IL – Living a more beautiful life while giving back is what **EcoTools[®]** is all about. In July 2011, for the first time ever, **EcoTools[®]**, a Paris Presents brand and the leader in eco-conscious personal care products, introduced “EcoTools Gives Back,” a voting platform online that allowed consumers a chance to help keep the planet beautiful by voting for their favorite cause.

As part of its partnership with **1% of the Planet** (an alliance of businesses committed to leveraging their resources to create a healthier planet) and **EarthShare**, **EcoTools[®]** chose three inspiring charities and gave consumers a chance to decide for themselves how the brand’s yearly donation should be divided. The finalists included the following organizations, all of which are included in **EarthShare’s** impressive network of causes and exemplify **EcoTools’** quest for beautiful living:

1. **The Conservation Fund:** Aims to protect America’s outdoors, from forests and fields to even the water’s edge, and strives to build both a healthy environment and a healthy economy.
2. **Ocean Conservancy:** Seeks to keep the earth’s oceans clean and free of pollution, while working to keep the coast clear by stopping trash at the source, before it reaches the coastline.
3. **The Jane Goodall Institute:** Improves global understanding and treatment of great apes through research, public education and advocacy; contribute to the preservation of great apes and their habitats by combining conservation with education and promotion of sustainable livelihoods in local communities.

The donations from the contest were divided based on the percentage of total votes received for each charitable organization. The campaign resulted in 60,463 total votes, with 68% of the total for the Jane Goodall Institute. The Ocean Conservancy received 18% of the total votes and the Conservation Fund received 14%. **EcoTools[®]** launched this new innovative program to help consumers become more actively involved and increase awareness about three causes that exemplify what it means to live beautifully.

“Giving consumers the opportunity to choose a cause close to their hearts really empowered them and made this program hugely successful.” – Stacey Ramstedt, EcoTools Group Brand Manager.

About EcoTools[®]

Helping women look beautiful and live beautifully is what **EcoTools[®]** is all about. **EcoTools[®]**, a brand from Paris Presents Incorporated, is a leader in eco-conscious personal care products. The entire collection of cosmetic brushes and bath + body care products features innovative, natural ingredients and earth-friendly materials. 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. Therefore, 1% of **EcoTools[®]** annual sales will be donated to the organization.

About 1% For The Planet[®]

1% For The Planet[®] is an alliance of businesses committed to donating 1% of their sales directly to non-profit organizations focused on sustainability. For more information, please visit www.onepercentfortheplanet.org

About EarthShare[®]

EarthShare’s mission is to engage individuals and organizations in supporting a healthy and sustainable environment through education, awareness and charitable giving. EarthShare’s member charities work to combat global warming, protect ancient forests, save endangered species, protect the water we drink and the food we eat, and much more. Learn more at www.earthshare.org.

For additional information on **EcoTools[®]**, please contact Lauren Berg or Katelyn Koepke of Skirt PR at (773) 661-0700 or lberg@skirtpr.com/kkoepke@skirtpr.com