

ecOTOOLS™
earth-friendly beauty

GREEN, GORGEOUS - and GENEROUS

ecOTOOLS™ Makes Donation to EarthShare®

Getting beautiful, going green and giving back is what ecOTOOLS™ is all about. On February 27, 2009, ecOTOOLS™, a Paris Presents brand and the leader in eco-conscious personal care products, donated 1% of 2008 sales to **EarthShare®**, a national federation that supports America's most respected environmental and conservation charities. By doing so, ecOTOOLS™ demonstrates its commitment to providing quality, eco-friendly beauty products while also giving back to the green community. With ecOTOOLS™, getting gorgeous has never felt so good.

ecOTOOLS™ is a member of **1% For The Planet®**, an alliance of businesses that support environmental initiatives. Each member donates 1% of annual revenue to environmental causes. This year, the ecOTOOLS™ donation will benefit **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. Through its donation, ecOTOOLS™ is helping **EarthShare®** support the charities that make these initiatives a reality.

"ecOTOOLS™ is committed to not only beautifying our customers, but also the planet. By supporting **1% For The Planet®** and **EarthShare®**, we hope to help achieve a more fruitful and healthy Mother Earth." –Jen Ball, Director of Product Development and Strategy for Paris Presents.

About Paris Presents

Paris Presents creates and distributes comprehensive lines of cosmetic, bath & 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. Visit www.eco-tools.com to learn more about ecOTOOLS™ and Paris Presents.

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 supports a nationwide network of the country's most respected environmental and conservation organizations and offers a simple way to care for our health, water, air, land and wildlife. EarthShare's mission is to engage individuals and organizations in creating a healthy and sustainable environment. For more information, visit earthshare.org

Visit www.eco-tools.com for a full list of retailers.

For additional information on ecOTOOLS™, please contact
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