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## **For Immediate Release**

### **Premiere of Glory for Girls® Natural Skincare for Today's Savvy Girls**

*Products and online store designed for new category in beauty and personal care*

CARLSBAD, Calif. (November 11, 2008) – Glory for All, Inc. announces the premiere of Glory for Girls®, a natural skincare line designed for today's savvy girl. For the first time, there's a choice in products that are good for you and the environment, while having the same iconic appeal as the top beauty brands.

Creating a new category in personal care and beauty, Glory for Girls bridges a gap in brand preference. It eliminates the need for girls to choose between designer brands that contain synthetic and irritating ingredients and natural brands that are bland or medicinal. It offers fashionable girls with an alternative to healthy skincare in their daily routine.

The personal care market for teens and tweens (6-14 year olds) continues to evolve. It is estimated that tweens alone spend approximately \$500 million in beauty products annually, according to NPD Group. The market share is expected to continually increase as . girls have more disposable income than ever before and have significant purchasing influence over the household disposable income.

“One of the most significant markets for growth by both retailers and wholesalers are

– more –

those marketing to the younger generation,” said Paul Masturzo, general manager of MANA products, the world’s leading contract and private label manufacturer of prestige beauty products. “This is particularly true with lip gloss and primary skincare products.”

And the movement in natural skincare products is another high-growth area. Most brands are looking to add natural lines to their existing portfolio. Glory for Girls has brought the best of both into one line. Before, you had to choose between a designer brand or one that had natural or organic ingredients. Glory for Girls offers both at a time when young girls can begin healthy habits with products that takes them seriously.

“From an early age, girls begin to experiment with beauty products and cosmetics as they start to define their own unique look. I want that experience to start with the safest products available,” said founder and CEO, Brittany Clotfelter. “Now girls can have fun with cool products that can be trusted.”

Our exclusive products are 100% natural, contain no parabens, sulfates, petrochemicals, or artificial colors or fragrances. The formulas are biodegradable, the packaging is made of recyclable plastics, and all are made in the USA.

Along with the announcement of Glory for Girls, the company is launching [www.gloryforgirls.com](http://www.gloryforgirls.com), an interactive online store with activities and resources for girls. Through these shared experiences, girls can have fun, get empowered to make informed choices, and gain confidence in their own personal development. The dynamic site includes resources, ePostcards, wallpapers, as well as ways for them to express themselves and share ideas with friends.

### **Board of Directors**

Brittany Clotfelter, chairman and CEO

Brittany Clotfelter started Glory for All, Inc. after 12 successful years as a marketing executive in telecommunications. She was previously the director of marketing at Silicon

Wave (now part of RF Microdevices) bringing Bluetooth solutions to market, and was also a marketing director for Lucent Technologies (now Alcatel). In 2000, she started her own consulting firm working with companies such as Microsoft, Siemens, AT&T Wireless and Cricket Communications.

Richie Cunningham, board member

Richie Cunningham joins Glory for All with over 10 years of experience in the healthcare industry. As Director of Consumer Markets at Valeant Pharmaceuticals, Richie was responsible for the successful launch of the Kinerase brand. Richie was also an All-Pro NFL place-kicker and managed his own sports marketing business, representing clients such as Nabisco, Dr. Pepper and Target.

Jennifer Moores, board member

Jennifer Moores is currently a minority owner of the San Diego Padres and member of its board of directors. She also owns an entertainment company, Midnight Train Productions, and was one of the founding investors and former board members of Harry's of London, an exclusive footwear company for modern men.

Paul Masturzo, advisor

Paul currently serves as the General Manager of MANA Products, the world's leading contract and private label manufacturer of prestige beauty products. He was formerly President of Erno Laszlo LLC and held executive positions with industry leaders including Elizabeth Arden, Estée Lauder, Warner Cosmetics, Lanvin/Charles of the Ritz, and was previously the president at Max Factor & Co.

### **About Glory for All, Inc.**

Glory for Girls® is a natural skincare line designed for today's savvy girls who want products that are good for them and the environment, while having the same iconic appeal as the top beauty brands. Glory for Girls is manufactured by Glory for All, Inc., a California company. The company hopes to inspire each and every girl to believe in her

unique self and take pride and responsibility for her well being by creating personal care products that are fun, fresh, safe and effective. For additional information, please visit [www.gloryforgirls.com](http://www.gloryforgirls.com) or contact us at +760.918.0078.

Now that's beautiful!

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