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WHO YOU GONNA CALL? THE PR CONNECTION

They've got your number, your birth date and your shoe size. A micro army of public relations professionals surrounds the beauty industry providing editors with trends, facts and product profiles. Larger companies tend to employ in-house teams, but niche, up-and-coming and even established brands often seek the expertise of outside agencies. Some handle all aspects of their clients' media, party and charitable concerns, while others assist on a project basis. Following is a list of publicists and clients they represent.

KMR Communications, Inc.

114 East 32nd Street, Suite 1200

NY, NY 10016

(212) 213-6444