

Kiss And Tell

Victoria's Secret Beauty counters will provide customers with a direct application lipstick sampler by Orlandi, Inc. to check out a new shade. Orlandi's **ColorKiss** integrated application system applies directly to the lips without mess and fuss. The lipstick's rendition is not chemically altered and the package is resistant to high pressure and temperatures.

"Enthusiasm for **ColorKiss** within the industry has been extraordinary," said Orlandi, Inc.'s CEO, **Sven Dobler**. "The portability, durability and versatility of **ColorKiss** presents unique opportunities to our clients, enabling them to promote their lipstick brands in ways not possible before. Most exciting is the reaction of consumers to the direct application feature."

"This is a product that allows us to sample our actual formula with women who shop through our catalogues, website or those who wear our lingerie as well as our Victoria's Secret Beauty customer," added **Sherry Baker**, Executive Vice President and Chief Marketing Officer of Victoria's Secret Beauty. "We're thrilled to be offering **ColorKiss** at Victoria's Secret Beauty, and I believe our customers will be, too."

ColorKiss is suited to mass mailing inserts, at-counter promotions, retail sample packs, magazine inserts, the amenities market, internet promotions, on pack, in pack, GWP's and PWP's. "Exciting programs using the **ColorKiss** product are slated for introduction by other leading cosmetic brands in the US and Europe in 2004," said **Kenneth Kane**, Senior Vice President at Orlandi, Inc.

