

YARDLEY®

L O N D O N

YARDLEY OF LONDON ANNOUNCES NEW SOAPS AND NEW LOOK FOR 2011

STAMFORD, CT, FEBRUARY 1, 2011– Yardley of London, purveyor of luxury soaps for more than 240 years, is hitting store shelves with an elegant, updated look and two exciting new scents for 2011. Responding to the latest beauty trends, Pomegranate Rose and Cocoa Butter join Yardley's line of moisturizing bath bars, featuring natural botanicals and essential oils for unsurpassed cleansing and moisturization. The entire Yardley line received a facelift with vibrant new packaging; 100% recyclable boxes with bolder colors and bright botanical illustrations that help communicate Yardley's distinct soap scents and product benefits.

New SKUs:

- **Pomegranate Rose:** Infused with natural antioxidants and enriched with oatmeal to smooth and revitalize skin, Pomegranate Rose produces a rich, fragrant lather that will cleanse, beautify and nourish skin. Each luxurious bar is scented with an alluring blend of ripe, juicy pomegranate extracts and velvety rose petals.
- **Cocoa Butter:** A luxurious way to soften and smooth dry skin, this enticing bar delivers rich and creamy moisturizing properties, with pure cocoa butter, shea butter and Vitamin E. The delicious, creamy scent with naturally moisturizing ingredients leaves skin feeling pampered and superbly soft.



“We know women are looking for bath products that offer superior cleansing with ‘good-for-you’ ingredients, while making their skin feel younger and healthier. Yardley’s new products will deliver on that promise,” said Randy Sloan, President of Lornamead. “The new packaging we created will make it easier for women to identify their favorite Yardley scent while encouraging women to try our entire line of bath bars that will delight their senses and create a more luxurious bathing experience.”

###

About Yardley London

Yardley of London bath bars celebrate the time-tested classics first developed in the 17th century in London by William Yardley and have been adapted into irresistible bar soap treats that are not only vintage chic, but have proven pampering for the body and soul. Only Yardley makes every shower a special treat through the perfect combination of feature-rich ingredients, skin-soothing benefits and an elegant English Heritage. All Yardley of London Bath Bars, including new Pomegranate Rose and Cocoa Butter, are Paraben-free and Sodium Lauryl Sulfate free. Yardley of London soaps can be purchased at all major drugstores nationwide for a suggested retail price of \$1.49 – \$2.49. Yardley of London does not test on animals. For more information, please visit www.yardleylondon.com.

About Lornamead Inc.

Lornamead Inc. acquires and builds brands with rich consumer heritage in the hair care, skin care, oral care and bath luxury categories, revitalizing well-known and trusted names. In this hemisphere, the company is best known for its Finesse, Aqua Net and Lice Shield hair care products; Yardley of London luxury bath products; and LypSyl lip balms. Lornamead Inc. is one of five subsidiary companies of The Lornamead Group. The private U.K.-based

parent company boasts a presence in over 50 countries, with 36 well-known and trusted brands, with some of these brands having a heritage dating back 230 years.