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FUNCTIONALAB

ADVANCED NUTRICOSMETICS & NUTRACEUTICALS

Functionalab wins DISCOVER BEAUTY AWARD at Cosmoprof Worldwide Bologna 2010

Voted best emerging beauty brand by most influential retailers

April 19, 2010. Functionalab, a progressive and premium brand of science-based, supplements promoting a holistic approach to beauty, health and nutrition, is pleased to announce that it has won the Discover Beauty Award at Cosmoprof Worldwide Bologna 2010. The Discover Beauty Award was awarded to Functionalab by the most influential retailers in Europe participating in the program who voted based on the following criteria: most unique and innovative brand, overall concept, ability to succeed in the marketplace and market readiness. Participating buyers included the following prominent retailers: Fred Segal (USA), Galeries Lafayette (France), Harrods (UK), House of Fraser (UK), La Rinascente (Italy), Le Bon Marché, Le Printemps (France), Sephora (Italy) and SpaceNK (UK / USA) among others. Discover Beauty is an acclaimed program devoted to identifying the most promising brands in the world of beauty and part of Cosmoprof Worldwide Bologna, the leading beauty exhibition in the world with more than 2,000 exhibitors and 125,000 visitors.

"We are extremely proud to have won this prestigious recognition which represents a major endorsement by some of the most influential and prestigious retailers in the world at the leading global beauty exhibition." said Erick Geoffrion, Co-President and Founder of Functionalab.

This recognition is in addition to several other awards and nominations received by Functionalab recently and namely : Annual Design Awards 2010 from Wallpaper* magazine celebrating the best in design, innovation and creativity, acclaimed as a "Beauty Innovator" by Wallpaper* magazine, and three Grafika prizes for best packaging, brand image and store merchandising.

Functionalab's products are available in the United States at Henri Bendel on 5th Avenue in New York City among others and online at www.functionalab.com. Products will also be available in the United Kingdom at Harvey Nichols Knightsbridge and online in Europe through www.functionalab.co.uk starting in May 2010 and through other prestigious retailers in the United Kingdom, Continental Europe and Hong Kong later this year.

About Functionalab

Functionalab is an innovative and premium brand of science-based, supplement solutions promoting a holistic approach to beauty, health and nutrition. Functionalab's line of Advanced Nutricosmetics and Advanced Nutraceuticals of more than 25 products is the most comprehensive of its kind and addresses today's most prevalent beauty and wellness profiles, lifestyles, objectives and conditions. Functionalab's products only offers the purest and highest-quality, active natural ingredients supported by scientific research to maximize effectiveness and were developed in partnership with leading Ph.D. health scientists and laboratories developer of professionally-endorsed nutritional supplements. Functionalab has been recognized as a "beauty innovator" by Wallpaper* magazine and its products have been selected as a nominee for Wallpaper*'s Annual Design Award

2010. Our products have also been recognized by numerous other health and beauty publications such as WWD, Women's Health, Marie Claire, Harper's Bazaar, New Beauty, New York Magazine Best Bet, to name a few. To find out more about Functionalab, please visit www.functionalab.com or www.functionalab.co.uk.

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