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Press Information:

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FUNCTIONALAB

ADVANCED NUTRICOSMETICS & NUTRACEUTICALS

Functionalab wins Beauty Challenger Award 2010 at Cosmeeting Beyond Beauty Paris exhibition

Voted best emerging brand by a jury of more than 50 influential retailers and distributors

September 14, 2010. Functionalab, a progressive and premium brand of science-based, supplements promoting a holistic approach to beauty, health and nutrition, is proud to announce that it has won the prestigious Beauty Challenger Award 2010 for the best emerging brand at Cosmeeting Beyond Beauty Paris exhibition. Unique in the world and recognized as an important event for discovering new talent, the Beauty Challenger Award was awarded to Functionalab for its innovative and premium brand of supplements and based on the vote of an outstanding jury. The Beauty Challenger Awards Jury selected Functionalab as the best emerging beauty company among 65 brands who participated in the competition and was composed of more than 50 influential retailers, distributors and experts from all over the world including Le Bon Marché (France), Le Printemps (France), Les Galeries Lafayette (France), Ludwig Beck (Germany), La Rinascente (Italy), Lane Crawford (China), Seibu (Japan), Douglas (Europe), Sephora, Space NK (UK and USA), Being Content (UK), JC Apotecari (Spain), Edgars (South Africa), Magnolia (Belgium), La Feuille (Belgium), Bella Cosmetik (Germany), Stella Life (Scandinavia), Soling (Russia), Intersourcing (Belgium), Bliss (USA), Parashop (France), Beauté Privée (France), Whole Foods, and several others.

As part of the Cosmeeting exhibition, Functionalab was also shortlisted among the top five companies for the Innovation Awards led by the Beauty Alliance, the largest group of perfumeries in Germany, for an entry in the German market. Winners will be announced at a ceremony on September 30. These strong awards and recognitions are in addition to the numerous others that Functionalab has received in the past months and which celebrate Functionalab's innovation and as one of the companies to watch on the beauty landscape. More specifically, Functionalab won the Discover Beauty Award at Cosmoprof Worldwide Bologna 2010 (voted best emerging beauty brand by most influential retailers in the world) in April 2010, is now being shortlisted for the PURE Beauty Awards for the Special Innovation Award in the United Kingdom, was acclaimed as a "Beauty Innovator" by Wallpaper* Magazine, and was nominated for the prestigious Wallpaper* Design Awards 2010.

Functionalab's line of Advanced Nutricosmetics and Nutraceuticals was launched at Harvey Nichols Knightsbridge in May 2010 with a select distribution growing among key prestigious retailers including Space NK and Bliss in the United States, Space NK in the United Kingdom (September), JOYCE Beauty in Hong Kong and Harrods (October). Products are also sold throughout Europe, the United States and Canada through its online stores and will soon be available through other prestigious retailers in the United Kingdom, Continental Europe and Canada.

About Functionalab

Functionalab is an innovative and premium brand of science-based, supplement solutions promoting a holistic approach to beauty, health and nutrition. Functionalab joins the dots between nutrition, cosmetics and pharmaceuticals by approaching beauty from the perspective of health. Functionalab's line of Advanced Nutricosmetics and Advanced Nutraceuticals is the most comprehensive of its kind and addresses today's most

prevalent beauty and wellness profiles, 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 by many influencers and numerous health and beauty publications and received several prestigious awards, including the Beauty Challenger Award 2010 (voted best emerging beauty company), Discover Beauty Award at Cosmoprof Worldwide Bologna 2010 (voted best emerging beauty brand by most influential retailers in the world), was acclaimed as a "Beauty Innovator" Wallpaper magazine and nominated Wallpaper* 2010 Annual Design Award.*

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