

# colorescience®

## **M Bolyard Joins Colorescience® Board of Directors**

Carlsbad, CA – December 15, 2016 – Colorescience® is happy to announce veteran beauty professional M Bolyard as the newest addition to its Board of Directors.

Bolyard brings a wealth of industry experience and knowledge of the retail beauty space with particular expertise in marketing, product development and merchandising. Having spent the past 10 years as Senior Vice President (SVP) at ULTA Beauty, Bolyard built the private label and product marketing strategies. She then served as the lead merchant for the Prestige beauty category, the largest and fastest growing area within ULTA Beauty's portfolio. Prior to ULTA, Bolyard held various management positions at Johnson & Johnson and AVON, being selected as one of four category leaders in a start-up Global Marketing organization. She was awarded Advertising Age's "Top 100 Marketers" for initial development and global success of Anew skin care. Bolyard's success at Johnson & Johnson quickly led her to a Vice President position in charge of developing and launching Neutrogena Cosmetics, followed by a Global Vice President position for the Johnson's Baby franchise.

"M joins us at an important time of growth and innovation," says President and Chief Executive Officer Mary Fisher. "M's vast marketing development and operational experience across health & beauty will play an important part in our retail strategy and structure. We are thrilled to have her join the Board of Directors and bring her unique perspective to our company for new and continued success in the future."

In her role with Colorescience, Bolyard will provide thoughtful advisement on leadership roles spanning merchandising, brand management, product development and global marketing to create, inspire and instigate winning results. "It's an exciting time for Colorescience and the beauty industry," says M Bolyard. "I look forward to working alongside the team at Colorescience for continued success across every channel."

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### **About Colorescience:**

For over 12 years Colorescience has been blurring the lines between makeup and skincare to bring immediate beauty today while improving and protecting skin for tomorrow. Originally crafted for the most vulnerable post-procedure skin, Colorescience is trusted, recommended, and personally used by thousands of physicians. Using only substantiated ingredients in their purest form, and including them at therapeutic and dermatologist-approved levels for maximum efficacy and performance, Colorescience products have already improved millions of lives with 365-day protection from UV rays and environmental stressors. The brand's uncompromising,

health-forward approach to formulations provides confidence and reassurance to women of all ages, skin types and concerns. They understand the demands women face every day and realize the needs of today's consumer: ease, health, and beauty. Colorescience is changing the way women perceive beautiful skin; because beautiful isn't just the prettiest—it's the healthiest.

Colorescience is available through a network of licensed physicians, Colorescience.com, Sephora.com, ULTA.com and a collection of prestige online and brick-and-mortar retailers.

For more information and samples, please contact:

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*The content of this press release can also be found at [colorescience.com/blogs/corporate-news/m-bolyard-joins-colorescience-board-of-directors](https://colorescience.com/blogs/corporate-news/m-bolyard-joins-colorescience-board-of-directors)*