

Colorescience Appoints Heather Goodchild Vice President

Aesthetician, Makeup Artist and NAPW Woman of the Year to Lead US Sales Organization

Carlsbad, CA – March 21, 2014 -- Colorescience today announced the appointment of Heather Goodchild to Vice President of Sales.

"I am especially pleased that Heather has agreed to join Colorescience," said Mary Fisher, President and CEO, Colorescience. "I had the pleasure of working closely with Heather at SkinMedica, where she was a well recognized leader in the commercial organization. As a serial President's Club award winner and leader of several key initiatives at SkinMedica, Heather had been an integral part of its commercial success, helping the company grow over 30% per year. I am confident Heather will translate that experience into significant growth here at Colorescience."

Ms. Goodchild held several senior positions in sales, training and education at SkinMedica. Prior to her most recent position as Director of Education and Training, Ms. Goodchild was responsible for creating and leading the Strategic Account Manager program at SkinMedica which was a key program initiative that accelerated the company's growth. Earlier Ms. Goodchild was an award-winning sales associate in both the aesthetics and pharmaceutical industries.

She is a licensed aesthetician certified in mineral makeup application and was recognized with the National Association of Women 2012 Woman of the Year award.

Ms. Goodchild received her Bachelor of Science in Business and Communications from University of Central Florida with a minor in Health Science.

About Colorescience

Makeup that does more -- Colorescience high-performance, mineral-based cosmetics were created to help achieve a clear, even complexion and protect skin from the damaging effects of the sun and environment. The products are unique from other makeup lines because they include high-quality, efficacious ingredients, luxury colores and are simple to use. Its dermatologist-recommended formulations with SPF 20, 30 and 50 blend and layer together to camouflage imperfections and achieve an instant flawless face.

Sunforgettable is a registered trademark of Colorescience. The line is comprised of mineral sun protection products that offer a high level of Broad Spectrum UVA/UVB sun protection, SPF 30, 35 and 50. All products are easy to apply and reapply throughout the day and help protect against the sun's harmful rays and diminish the signs of aging.

The content of this press release can also be found at colorescience.com/blogs/corporate-news/colorescience-appoints-heather-goodchild-vice-president