

colorescience®

COLORESCIENCE LAUNCHES NEW WEBSITE

*New Platform Provides Visually Engaging, User-Friendly Experience
to Further Educate and Interact with Consumers and Professionals*

CARLSBAD, CALIF. — March 6, 2014—Colorescience, a premier luxury mineral makeup line, and former division of SkinMedica is primed for growth. In 2013, they expanded their Executive Team and Board of Directors, and completed a \$10 million Series A Preferred Stock Offering. To continue the momentum and thoroughly showcase the prestige and efficacy of the line, Colorescience has now completed a total website makeover.

“Our website is often the first interaction consumers and professionals have with Colorescience, and as such, we want to ensure it reflects the evolving face of the brand,” said Mary Fisher, President & Chief Executive Officer for Colorescience. “On the heels of an exciting year, this was the logical next step in our continued evolution and growth, and we hope that our ever-growing audience benefits from the experience we’ve created.”

“We are excited to improve the brand experience for both consumers and our professional partners,” stated Josie Juncal, Colorescience Chief Commercial Officer. “Our new site offers dedicated areas for education and interaction which allows us to directly communicate with our partners and support their success with patients, clients or celebrities,” added Juncal.

The revamped e-commerce platform provides a comprehensive, user-friendly experience, emphasizing their dedication to education via instructional video content and a “Science” section which demonstrates their point-of-difference, and includes the brand’s exclusive “water test” to showcase how Colorescience makeup is superior to other mineral makeup and creates a protective barrier for skin, allowing it to breathe.

In an effort to place their commitment to customer service at the forefront, the brand introduced the “Colorescience Concierge” as part of the platform update, which provides a dedicated team, trained to offer immediate response to consumer inquiries and product recommendations. The new site aims to connect the brand community via consumer testimonials, a social media dashboard, and the “Mineral Minute” blog which features editorial content on behalf of the brand and industry professionals. Updated beauty shots of Colorescience products also add to the fresh look of the interface.

Explore the new site at www.colorescience.com.

For more information on Colorescience, please contact Chrissy Baum or Catherine Toor at ShopPR, 212.829.1111

About Colorescience

Makeup that does more - Colorescience’s 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, SPF 35 and SPF 50. All products are easy to apply and re-apply 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-launches-new-website