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FIRST 'BEAUTY GEAR' CONSUMER PRODUCT EVENT @ THE ROOSEVELT, NYC
Celebrity Stylist's Beauty Product Lines, Micronutrient MLM Skincare and
Tea Based Beauty Must Haves Showcased on July 29

(Los Angeles, CA, July 27, 2009) – On July 29th from 10 am to 5 pm at the Roosevelt Hotel in New York City, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase consumer “beauty gear” products and services for the New York press who are looking for content for their roundup product reporting. This event will mark the first time that Consumer Product Events will host one of their tabletop media introduction events in New York. The service premiered in Los Angeles earlier this year with the wildly successful “Holiday Gift Guide Gear” event in June. The “Beauty Gear” event is one of five more Consumer Product Events that are planned through 2009. Consumer Product Events was developed to save marketers the costs of a full year-long PR retainer by introducing them to all the reporters they need to meet in one day.

The showcased products at the “Beauty Gear” event include:

Celebrity makeup artist and former executive at MAC Cosmetics, Bethany Karlyn's vision and art have graced the faces of Reese Witherspoon, Penelope Cruz, Cameron Diaz, Jennifer Lopez, Paris Hilton, and Jessica Alba; her **Bethany Karlyn Makeup** line debuts (www.bethanykarlyn.com).

Glam hairstyle hair inserts, **DivaDo** makes surgical-grade, BPA-free and hypo-allergenic styling gadgets that create volume without using damaging “rats-nest” hair styling methods. (www.divadohair.com).

Helix BioMedix is specialty dermatology and consumer products skin health company, which since 1988, has been developing and commercializing bioactive peptides in topically-applied health and beauty products. (www.helixbiomedix.com).

Hovan's Group® Gold Medi Cream has been scientifically developed to treat and prevent in-grown hair, wax and razor rash on the bikini line, under arms, on legs, on the face and neck. (www.hovansgroup.com).

Metabolife® is a dietary supplement brand with six products that include Metabolife Ultra®, Metabolife® Green Tea, Metabolife® Caffeine Free, Metabolife® Break Through and Metabolife® Extreme Energy (www.MetaboLife.com).

Safiya Beauty is a new line of high end, eco-luxe and organic rich body butters, exfoliating body scrubs, decadent soaps and scented “cookie” bath bombs. Safiya’s list of ingredients include pure honey, organic virgin coconut oil, green tea extract, shea and cocoa butter and a tantalizing variety of essential oils (www.safiyabeauty.com)

Sibu produces and sells health and beauty products from Wild Crafted Himalayan Seabuckthorn. Sibu Products are all-natural cutting-edge nutricosmetic and nutraceutical. Brought to the U.S. by a father of 7 children who stumbled upon the nutritionally-perfect fruit while visiting India to adopt a son (www.sibu.com).

Tea-Zen is a ‘functional-Tea’ -- 6 formulas of nutrient-rich, tinctures with concentrated amounts of epigallocatechin gallate, formulated to promote Energy (Zippa-Tea-Doodah), Immunity (Vit-Tea-Min-C), Beauty (Beau-Tea-Licious) Wellness (An-Tea-Ox), Relaxation (An-Tea-Stress) and Rest (Ni-Tea-Night) (www.teazen.com).

The brainchild of a mother of three who had a hard time getting up in the morning, **Wake Up On Time** is the first and only natural and time-released energy product, backed with scientific research and testing, (www.wakeupontime.com).

Presents for Purpose provides stylish and meaningful apparel, jewelry, accessories and gifts that allow you to give back to the charity of your choice (presentsforpurpose.com).

Usana is a science-based health and beauty products USANA(r) Nutritionals, USANA Macro-Optimizer Foods, and Sensé beautiful science™ are designed with the health-conscious (usana.com).

“New York is the #1 media market in the U.S.,” said Alyson Dutch, Founder of Consumer Product Events. “We have created these events to help companies across the world access the hard-to-reach New York City-based reporters and news influencers. From the journalist side, we are making it easy for them to find products they need in one place at the time they need content for their roundup stories.’

Consumer Product Events (www.consumerproductevents.com) connects consumer packaged goods with the press who are looking to report about them. Created by PR veterans whose clients have included Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media’s attention. Our series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters and best of all. Showcasing products with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available, our events cover over 15 industry categories and exposes product to the most influential reporters in just one day.

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