

For Immediate Release

***Beauty Industry Donates \$400,000 for USO Care Packages Bound for  
Female Soldiers in Iraq & Afghanistan***

***The Benchmarking Company Coordinates  
Truckloads of Donations in Just Two Weeks***

November 19, 2009: Washington, DC - More than 220,000 American women have served in the military in Iraq and Afghanistan since 2001. To honor those serving there today, companies in the beauty and personal care industry donated products for a holiday gift drive in conjunction with the USO that will send thousands of female-centric gift packages to US troops in harm's way.

The Benchmarking Company (TBC), the beauty industry's top consultancy for concept-to-launch brand strategy and intelligence, was responsible for securing the gift bag items, which include skincare products such as soaps, cleansers and lotions, personal care items that include lip balm, nail files, cotton swabs, energy and health drink mixes, and color cosmetics items.

"Our beauty and personal care industry clients and colleagues responded very quickly and with completely open arms and hearts to our request for donations," said Alisa Marie Beyer, Founder and Creative Director of TBC. "In just two weeks these companies sent us more than \$400,000 in top quality products. We couldn't be prouder of our colleagues for their donations to the brave young women serving our country."

Donations were assembled on November 18<sup>th</sup> with the USO at an event held at the Rayburn House Office Building in Washington, DC, and packages are expected to be sent as early as this week.

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Donors included:

- 3Lab
- Bobags
- Carol's Daughter
- Emergen-C
- Greywinds
- Hain Celestial/Jason Natural Products
- Hourglass Cosmetics
- Jane Iredale
- Kao Brands
- Magic of Aloe
- Mary Kay
- MDSkincare
- Photomedix
- Quality Pencils
- Rodan + Fields
- SmartBrands

For 68 years, the USO's mission has remained the same. The USO will support US troops and their families wherever they serve. Across the US and around the world, the American military knows that the USO is there for them. By supporting the USO, Americans show their appreciation and express their gratitude to the men and women who defend us.

***About The Benchmarking Company***

The Benchmarking Company (TBC) is a boutique consulting firm exclusively focused on the beauty industry. Serving clients at every stage in their development – from startup companies to global powerhouse brands – TBC offers complete concept to launch

services. As publisher of the “must read” Pink Report™ and WomenTrends™ TBC keeps a finger on the pulse of the industry and offers unparalleled consumer insights and intelligence. For more information, please visit our Web site at [www.benchmarkingco.com](http://www.benchmarkingco.com).

***About the USO***

The USO (United Service Organizations) lifts the spirits of America’s troops and their families. The USO is a nonprofit, charitable organization, relying on the generosity of the American people to support its programs and services. The USO is supported by Worldwide Strategic Partners AT&T Inc., BAE Systems, The Boeing Company, Clear Channel Communications, The Coca-Cola Company, Gallery Furniture, Lockheed Martin, Microsoft Corporation, Northrop Grumman Corporation, S & K Sales Co. and TriWest Healthcare Alliance. Other corporate donors, including the United Way and Combined Federal Campaign (CFC-11381), have joined millions of individual donors to support the USO. For more information, please visit our Web site at [www.uso.org](http://www.uso.org).