



CORPORATE BACKGROUNDER

Like most entrepreneurs, Kim Nolan dreamed of making a living doing something that she loved. While pursuing her legal career, she dedicated much of her free time to a passion far-removed from her professional life as a lawyer. For years, out of her home in Denver, Colo., Nolan created customized skincare products for herself, friends and family – many of whom had allergies or other skin conditions that made it difficult to find skincare products that were effective but not too harsh or irritating. To meet those specialized needs and more, she created a unique line of body care products based on a clear vision: start with 100 percent natural ingredients; next, go beyond natural whenever possible to certified organic ingredients; third, find the most luxurious and most high-performance forms of those ingredients; and finally, create luxurious formulations to enhance and celebrate mind, body and spirit.

Her custom-made skincare products were an instant success! After receiving rave reviews from friends and family, Nolan decided to turn her passion for creating natural and organic skincare products into something bigger. She began full-time research and development to build her expertise in subjects ranging from advanced aromatherapy and raw materials to the organic skincare industry, manufacturing and product design. In February 2004, she perfected formulas for her signature cleansing, renewal and finishing skincare products, and Belletaré (pronounced bay-lay-TAR-ay), which means “to beautify” in 16th century Italian, was born.

The Best of Both Worlds

Belletaré enters the market at a time when skincare is quickly changing, and consumers are seeking more natural, organic, environmentally friendly products. From the start, Nolan created Belletaré to meet this emerging demand. Belletaré is a different kind of skincare products company – one that specializes in providing innovative, luxurious skin solutions for people who crave the best of both worlds, purity and performance for their skin. Belletaré believes the two go hand-in-hand.

The company maintains a strong commitment to using only all-natural, cruelty-free, and certified organic ingredients. When certified organic ingredients aren't available, Belletaré uses only the most reputable natural ingredients in its skincare products. These superior ingredients include

powerful antioxidants, botanical extracts, essential fatty acids and vitamins carefully selected to target the signs of aging and environmental stressors like sun and pollution.

Today, Belletaré features three high-performance product phases to cleanse, revitalize and protect skin at any age, including Crescendo cleansing, Intermezzo renewal and Brava finishing products. These product phases feature the Crescendo Bath & Shower Gel, Intermezzo Body Polish, and Brava Body Lotion. More luxurious products are in development.

Belletaré skincare products are available for purchase online at www.Belletaré.com and are coming soon to select spas and boutiques around the country.

Luxury with a Conscience

Belletaré's commitment to all-natural products and earth-friendly practices is integrated into all its operations, from manufacturing to packaging. The company operates under the firm philosophy of celebrating beauty individually and globally, using only the best ingredients in its skincare products, giving back to the community and adhering to environmentally- and socially-responsible business practices to protect our planet, including the use of recyclable and reusable packaging.

For more information about Belletaré, visit www.Belletaré.com.

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