



FREQUENTLY ASKED QUESTIONS

Q: What is Belletaré?

A: Belletaré (pronounced bay-lay-TAR-ay) is a natural and organic, high-performance skincare company that specializes in luxurious skincare products for people who seek purity and performance for their skin.

Q: What products does Belletaré offer?

A: Belletaré features three high-performance lines to cleanse, revitalize and protect skin at any age, including Crescendo cleansing, Intermezzo renewal and Brava finishing products. These product lines feature the Crescendo Bath & Shower Gel, Intermezzo Body Polish, and Brava Body Lotion in two signature essential oils blends. The Brava Body Lotion is also available without added essential oils. More products are currently in development.

Q: What makes Belletaré skincare products unique?

A: Belletaré goes beyond the mainstream natural and organic products by combining purity *and* performance into a single luxurious product. The Belletaré vision is clear: first, start with 100 percent natural ingredients; next, go beyond natural whenever possible to incorporate certified organic ingredients; third, find the most luxurious and most high-performance forms of those ingredients; and forth, create luxurious formulations to enhance and celebrate mind, body and spirit.

All Belletaré's products are all-natural, cruelty-free, and feature superior certified-organic ingredients from around the world.

Q: Why should I buy natural and organic skincare products?

A: Organic ingredients must adhere to a rigorous set of standards, affecting how they are grown, harvested, stored, processed and transported. Ultimately, in addition to the many environmental benefits, consumers who buy organic can be confident they are using superior skincare products and only the finest, purest ingredients on their skin. Visit the "Why Natural and Organic" page at www.Belletare.com for more information.

Q: Does natural and organic mean I will sacrifice luxury or performance in my skincare products?

A: Absolutely not. In fact, Belletare believes that because we go beyond the mainstream natural and organic ingredients by using the most high-performance versions available, consumers will experience even better results from our luxurious skincare products. We want to give our customers the best of both worlds, purity *and* performance for their skin.

Q: Are Belletaré products "certified natural" or "certified organic?"

A: While we use all-natural ingredients, including certified natural and certified organic ingredients when possible, the final products themselves are not yet certified. We are working toward that goal and hope to provide that extra designation soon. For more information on natural and organic terminology, please visit www.Belletare.com.

Q: Can people with sensitive skin use Belletaré products?

A: Yes, Belletaré skincare products are made with the finest, all-natural ingredients and are free from the types of preservatives and fillers that are common causes of irritation. The Crescendo Bath & Shower Gel was specially formulated to be light and gentle with soothing Aloe Vera along with cutting edge botanical ingredients to cleanse and refresh without using the typical chemical foaming agents that can

cause over-stripping and dryness. For those with sensitivity to smells, Belletaré offers its Brava Body Lotion in a naturally-scented version without any added essential oil fragrance. More naturally-scented products are expected soon. Though Belletaré's products are safe for most people with sensitive skin, results may vary by individual.

Q: How long has Belletaré been in the organic skincare industry?

A: Kim Nolan founded Belletaré in February 2004. After perfecting the formulas for her signature cleansing, renewal and finishing skincare products, Nolan began marketing and selling the products online.

Q: Belletaré's products are priced slightly higher than what I might find at a drugstore. Why?

A: Belletaré uses only the finest, all-natural ingredients, and certified organic ingredients wherever possible. Because these ingredients must adhere to a strict set of standards from growth through transportation to retain the classification of "certified organic," they are slightly more expensive to purchase. We also use only high-quality essential oils, rather than less expensive synthetics, to create our signature fragrance blends. Consumers, however, can expect superior results from all of our products. Please visit our www.Belletare.com for more information on our superior ingredients.

Q: Will Belletaré be offering other products, such as facial care, in the future?

A: Absolutely. This is an exciting time for natural and organic skincare as the availability and flexibility of ingredients continue to evolve. We are planning to launch additional body care and facial care products within the next year.

Q: What does Belletaré mean?

A: Belletaré means "to beautify" in 16th century Italian.

Q: Where can consumers purchase Belletaré products?

A: Belletaré products are available for purchase online at www.Belletare.com and will be available soon in select spas and boutiques across the country.