



For Immediate Release
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On-Line Retailer Coterie to Distribute J. Paul Skin Care

[Houston, Texas] (January 10, 2013)---- J. Paul Skin Care for Men and beauty on-line retailer Coterie reached an agreement today in which Coterie will begin to distribute J. Paul's products through its internet site. Coterie, which launched in August 2012, has quickly become a very popular beauty shopping site for high-end cosmetics. The company offers an exclusive, members-only site featuring a selective collection of the newest and most sought-after beauty products. Michael Alaniz, Senior Vice-President of Merchandising, said, "J. Paul exemplifies the type of brand and image we are seeking to promote in the fast-growing men's skin care market. In fact, shaving products are currently the fastest growing beauty segment in the men's market today and Coterie wanted to be a part of that."

J. Paul President and Co-Founder, Paul Strong, said he welcomes the opportunity to partner with Coterie, particularly since Coterie is fast becoming a major shopping site for both women and men who are looking for some of the most exclusive beauty products on the market today. Strong said, "We are very excited about partnering with Coterie. Coterie offers J. Paul an immediate distribution channel and will put our products in the hands of customers who really are seeking unique product offerings. J. Paul is selective about who it partners with and Coterie absolutely represents the best in on-line retailers."

J. Paul has launched into nearly 50 men's boutiques across the U.S. and recently launched with Nordstrom Department Store. J. Paul is targeting the men's high-end skin care market with five initial product offerings: pre-shave, shave cream, aftershave, body lotion and body wash. The company has designed its products to be multi-functional and can address several skin care needs at once. J. Paul has built its line of products around its flagship product, ***Glide Shave Cream***. The product was developed for men of all ethnic backgrounds who have very tough coarse beards and who develop frequent razor burn.

For more information about J. Paul Skin Care for Men, go to www.jpaulonline.com. For more information about b-glowing go to www.b-glowing.com. For more information on J. Paul products, contact Jennifer Porchey or email at Jennifer@jpaulonline.com.