



STRENGTH OF NATURE COMPANY * 64 ROSS ROAD * SAVANNAH, GA 31405
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November 9, 2008

Re: Acquisition of ELASTA QP® By Strength Of Nature®, The Makers of PROFECTIV®

Strength of Nature, the makers of Profectiv® Hair Care, is proud to announce the purchase of Elasta QP® effective October 31, 2008.

As a premium PROFESSIONAL brand celebrating their 25th year anniversary with a STRONG COMMITMENT TO THE ETHNIC HAIR CARE MARKET, Elasta QP® will be a great addition to the STRENGTH OF NATURE holdings of brands (Profectiv, SmartPerm and Strong & Healthy).

Strength of Nature is currently shipping all Elasta QP® SKUs out of our Savannah production and warehouse facility. Strength Of Nature plans to improve and expand the Elasta QP® hair care line with new innovative formulas that will help redefine the Elasta QP® brand and increase sales.

Strength Of Nature will be moving representation to our existing Profectiv Broker network during the month of November 2008. Both the current brokers and new brokers will be working together to explain the transition to you. We will honor all existing Elasta QP/Kenra pricing until December 31, 2008. Strength Of Nature plans to transition Elasta QP® volume discounts, coop programs and terms into the existing Strength Of Nature discount structure. This information will be presented to you during the months of November and December 2008.

We look forward to having mutual success with increased sales of Elasta QP® in 2009. Please do not hesitate to call your existing Profectiv Broker Rep, your current Elasta QP Broker, or myself for additional clarification or questions you might have.

Sincerely,

Mario de la Guardia

Mario de la Guardia
President