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CARSON KRESSLEY & KIM KARDASHIAN REVEAL SECRETS TO STYLE
(HINT: IT'S NOT JUST ABOUT THE CLOTHES)
- *Uncover the season's ultimate fashion statement: Gorgeous Skin* -

Englewood Cliffs, NJ – March 19, 2009 – Style guru Carson Kressley has stepped into the closet of one of Hollywood's most fabulous fashionistas, Kim Kardashian, to reveal the secret behind iconic style - beautiful skin. He is showing women everywhere how to make skin their ultimate fashion statement and shower on their look with the new Caress® Skinwear Collection of body washes and beauty bars that give women gorgeous skin they will want to flaunt. Carson will unveil sexy skin-revealing fashions and give women a chance to win a style-packed trip to NYC Fashion Week.

“Style is all about finding your best look and flaunting it with confidence,” says Kressley. “The secret to great style begins (shhh ... in the shower) with gorgeous skin. That's why I'm thrilled to showcase skin as the ultimate fashion statement for the launch of the Caress Skinwear Collection.”

To show women the season's hottest looks, Caress and Carson are pulling inspiration from one of the industry's most stylish stars, Kim Kardashian. With a closet big enough to get lost in, Kim is no stranger to fashion and shares her secrets for looking fabulous.

“Gorgeous skin is always in style on the red carpet, so when I want to make a statement I know my skin has to look beautiful and even toned,” says Kardashian. “One of my favorite finds is the new Caress Evenly Gorgeous body wash – it has karite butter and burnt brown sugar ... it makes my skin look and feel amazing. The Caress Skinwear Collection compliments my entire wardrobe and gives me beautiful skin right out of the shower.”

Women everywhere can now make skin their ultimate fashion statement with a chance to win VIP access to NYC Fashion Week, a NYC shopping spree and a private consultation with Carson. They can visit www.caressyourstyle.com to enter for a chance to win and come back every week to access new video style tips from Carson and see the Caress inspired look of the week for a chance to win a \$100 gift card to create their own look. They can also design and dress up their own stylish avatar to send to friends and share beauty and fashion secrets. Caress is also offering free samples of the new Caress Evenly Gorgeous body wash at the website (while supplies last).

To give women a head-start on making skin their ultimate fashion statement, Carson shares a few of his must-have tips for the season:

- **The Look: Even Toned** - Take a cue from celebrities on the red carpet and get ready to show some skin in this season's “it” style ... the one shoulder dress or blouse. This asymmetrical look flatters every body type and reveals your best accessory – gorgeous, even toned skin. Go bold and show it off with Caress Evenly Gorgeous body wash.

- more -

- **The Look: Radiant** – Embrace your wild side and go for bold in this season’s eye catching prints. Whether it’s a flirty floral, graphic print or bright bold color – step out of your comfort zone and reveal a bold new style. Try Caress Glowing Touch body wash for skin that is gorgeously glowing to complete your look.
- **The Look: Silky** – Absolutely every woman needs a little black dress in her closet – they are classic, universally flattering and can work for every occasion (date, work, weekend). Find a simple style that suits your body type and lets your skin take center stage. You can even update a style you already have by adding a fabulous statement necklace or a bright hued belt and stilettos. Flaunt your chic look with skin that is irresistibly silky everyday with Caress Daily Silk body wash.

Making Skin Your Ultimate Fashion Statement with The Caress Skinwear Collection

Just like women change their outfits every day, they can now shower on different looks with the Caress collection of body washes and beauty bars for even toned, radiant or silky skin. The latest look is the Caress Evenly Gorgeous Exfoliating body wash and beauty bar. With burnt brown sugar and karite butter, it gently exfoliates and moisturizes to reveal beautiful, even toned skin. New Caress Evenly Gorgeous is available at food, drug and mass retailers nationwide. The body wash is offered in 18 oz. (SRP \$4.49) and 12 oz. bottles (SRP \$3.50). Beauty bars are available in 2-bar (SRP \$2.99), 4-bar (SRP \$4.49), 6-bar (SRP \$6.49) and 8-bar (SRP \$7.99) packages.

The Caress Skinwear Collection also includes the following looks:

- For an Exotic look: Caress Brazilian and Moroccan Exotic Oil Infusions Body Washes
- For a Luxurious look: Caress Cashmere Luxury Silkening Body Wash
- For a Renewed look: Caress Tahitian Renewal Exfoliating Body Wash and Beauty Bar
- For a Pampered look: Caress Berry Indulging Body Wash

About Carson Kressley:

Accomplished stylist, breakout television star, equestrian, author and now fashion designer Carson Kressley is out to make-over the world. Kressley is currently in production on the second season of his breakout show for Lifetime, “How to Look Good Naked.” Kressley was one of the stars of the hit original Emmy winning series “Queer Eye For The Straight Guy” for the Bravo Network. He is also a best selling author on the New York Times List for the “Queer Eye For The Straight Guy” companion book and launched a children’s book entitled, “You’re Different and That’s Super” in 2005.

About Kim Kardashian:

Dark haired beauty Kim Kardashian became an unexpected star after the first airing of her hit E! reality series “Keeping up with the Kardashians.” Kardashian first feature film, DISASTER MOVIE, for Lionsgate stars Carmen Electra, Matt Lanter and Vanessa Minnillo. She starred on the ABC hit series “Dancing with the Stars” in September 2008 and has also been seen on The N’s series “Beyond the Break” and as a host on E! Entertainment Tonight/The Insider and EXTRA. Kim has also appeared on “The Simple Life,” “How I Met Your Mother” and is currently producing her first show called “Crisis Control.”

About Caress:

Caress®, the beauty brand known for products that give woman gorgeous skin that they will want to flaunt, offers an exceptional variety of exfoliating and moisturizing beauty bars and body washes that make skin the ultimate fashion statement. A global Unilever brand and trusted name for more than 30 years, Caress is available in food, drug, mass outlet, club and value stores nationwide. Visit www.caressskin.com for more information.

About Unilever:

Unilever’s mission is to add vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life. Each day, around the world, consumers make 160 million decisions to purchase Unilever products.

In the United States, the portfolio includes major brand icons such as: Axe, Ben & Jerry’s, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellmann’s, Klondike, Knorr, Lipton, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Suave, Sunsilk and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever employs more than 14,000 people in both the United States and Puerto Rico – generating nearly \$11 billion in sales in 2007. For more information, visit www.unileverusa.com.