

# KAY CASPERSON™ INC

## inside overview

In 1995, Kay Casperson pioneered the term “Beauty Inside Out,” writing a book by the same name and introducing BIO Essentials personal care products.

Along with her Lifestyle Consultants across the country, Kay has brought the message of Beauty Inside Out to thousands of people. Participants in her spa parties and previews have enhanced their lives by following Kay’s simple program—learning how to make the right choices and make life more beautiful every day



“Each skincare product is accompanied by a message designed to support and strengthen you as you take charge of your life and your future. I truly believe this simple plan can change your life.”

Kay’s vision—the need to embrace inner beauty before one could be truly beautiful on the outside—was revolutionary at the time. In the 1990s there was far more focus on outer beauty as a way to be happy and fulfilled. Today, “beauty from the inside out” is discussed in the mainstream media throughout America. Cosmetic companies now add “nutraceuticals” to their mix of products. Beauty and wellness have become main concerns of people and the companies that serve them.

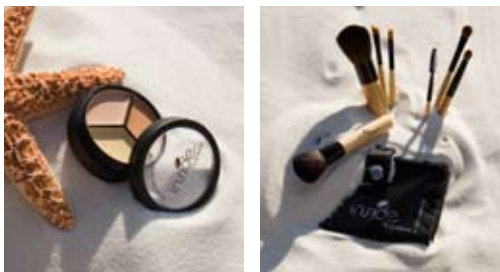
The one missing piece to a complete beauty-inside-out lifestyle has been an emotional connection to a product—a spiritual attachment and belief—and a path for changing the way you feel about yourself. This connection was not available—until now.

In 2008, Kay will release her new line of skincare products: inside I’m Beautiful. These skincare products will help people see beauty in their skin—and their lives—every day through amazing ingredients, tips, and tools. The beautiful, uplifting companion book is filled with wonderful information and inspiration to keep people’s spirits young and their minds fresh!

Kay will market her book and signature products through various forms of media, including Web, television, talk shows, seminars, speaking engagements and special events.

KAY CASPERSON™ INC

inside  
cosmetics



i'm gorgeous



Cosmetics introduced Spring 2008

Kay's signature cosmetic line—inside I'm Gorgeous—is made up of essential products designed to be used every. It is an all-inclusive makeup kit for people of all skin types, ages and ethnic backgrounds.

#### ◀ ESSENTIAL COSMETICS KIT

The core offering of the new line is the Essential Cosmetics Kit, with the Kay Casperson signature peek-a-boo cosmetics bag as a free gift! The kit includes: Liquid mineral foundation, mineral powder foundation, concealer, brow definer, essential face color palette, lip definer, lipcolor, lipgloss and mascara—plus the brush set and makeup sponge.

Also available is the Ultimate Essentials Kit, which contains the full Essential Cosmetics Kit, plus the entire line of bags.

For more information on the cosmetics line, please visit [www.kaycasperson.com](http://www.kaycasperson.com).

Available with every kit is an informational DVD featuring Kay's demonstrations, designed to help individuals learn how to apply the products and to show examples of how they work for all types of people.

KAY CASPERSON™ INC



inside

complimentary products

inside™  
i'm well



#### ◀ wellness

Spring 2008 will also be the launch of the new wellness program for individuals who are seeking a life of balance, beauty and agelessness—and who are educated enough to know that we all require a personalized wellness program. This program will be presented through spa parties, previews and one-on-one consultations.

#### ◀ bags

Kay's signature collection of matching black microfiber tote bags, personal care bags and makeup bags launched in Fall 2007. Each bag has a message on the inside tag to keep individuals inspired and focused on what is important. A new set of matching bags will launch each season, relating to other product category launches in the same season and adding to the array of signature bags in the collection.

#### ◀ apparel

The signature apparel collection is a line of comfortable clothing for travel, home, workout and stretching. Each piece features an inspirational message and/or affirmation on the inside of the collar, waistbands, etc. These messages remind the wearer to take a look on the inside for inspiration. The first shirt launched in Fall 2007.

#### ◀ candles

This product category goes hand-in-hand with personal care and has proven to be a beautiful Gift With Purchase (GWP) and Purchase With Purchase (PWP) for spa beauty product lines and cosmetic companies. Kay will launch her first line of candles to mirror her new skincare products, named: inside I'm Balanced, inside I'm Beautiful and inside I'm Ageless. Each candle will have its own fresh scent associated with its inspirational message.