



## LEE'S SUMMIT BEAUTY BRANDS TO CELEBRATE SUMMIT FAIR GRAND OPENING WITH "GIRLS' NIGHT OUT" TO BENEFIT HOPE HOUSE

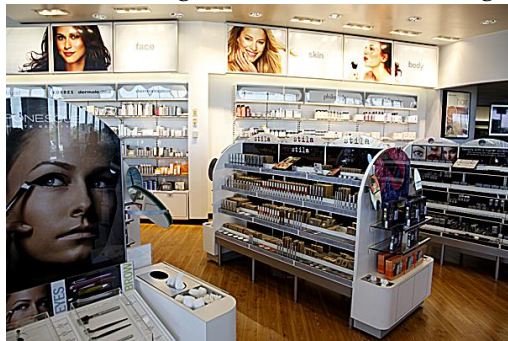
### Newly Remodeled Rice Road Location Also to Celebrate Grand Opening of "The Studio"

KANSAS CITY, Mo. (March 10, 2010) – Ladies, grab your friends and do something beautiful for Hope House! [Beauty Brands](#)' newest location at 860 N.W. Blue Parkway at the [Summit Fair Shopping Center](#) in Lee's Summit, Mo. will celebrate its grand opening with a "Girls' Night Out" event from 5:30 p.m. to 7:30 p.m. on Thursday, April 29, 2010. This event will benefit **Hope House**, Missouri's largest domestic violence shelter.

Free product samples and gifts, mini spa treatments, salon and spa tours and tasty hors d'oeuvres will highlight the event. Plus 25 percent of all retail sales and services booked at Beauty Brands' newest location will be donated to [Hope House](#), serving families in Eastern Jackson County.

On the same day and time, Beauty Brands will host a second "Girls' Night Out" event at its newly remodeled location at 951 N.E. Rice Road.

Beauty Brands' Summit Fair location is unique because it marks the unveiling of Beauty Brands' next generation in store design. Like all Beauty Brands locations, it will provide one-stop convenience for customers by including the company's hallmark retail offering of 10,000 salon-quality hair, skin and nail products paired with a full-service salon and spa. But the location also will introduce a new store layout and design, including the dynamic retail product offering of prestige makeup and skincare brands collected in a unique retail environment called "the studio."



Here customers will find 15 prestige brands including Smashbox, Philosophy, Tarte, Glo Minerals, Murad, Dermalogica and other product lines usually found in department stores. Beauty Brands' newly remodeled location at 951 N.E. Rice Road also will feature "the studio" concept.

"Beauty Brands is transforming the way we do business as well as the physical design of our locations in order to offer our clients everything they want in one place," said David

Bernstein, president of Beauty Brands. "Beauty Brands is excited to partner with Hope House as we open the doors to our Summit Fair location and our next generation in retail store design."

**Hope House** is Missouri's largest domestic violence shelter with two secure locations in Independence, Missouri and Lee's Summit, Missouri. Each location features a 52-bed shelter, early childhood center, therapy space, administration offices and community training facilities. Over the past 25 years, Hope House programs and services have expanded to include outreach therapy, court advocacy, a safe visitation center, professional trainings and prevention programs in area schools. Hope House's hotline and programs help more than 10,000 battered women and children each year. For more information please visit [www.hopehouse.net](http://www.hopehouse.net).

Headquartered in Kansas City, Mo., Beauty Brands operates 53 locations in Arizona, Colorado, Illinois, Indiana, Iowa, Kansas, Missouri, Nebraska, North Carolina, Oklahoma and Texas. For more information, please visit [www.beautybrands.com](http://www.beautybrands.com).

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