



May 1, 2007

Dear Valued Customer,

When Jane introduced ***jane iredale – The Skincare Makeup***, mineral makeup was a mystery to nearly everyone. Now, almost 13 years later, it is the hottest “new” product category in the cosmetics industry! In fact both Vogue and Allure prominently featured mineral makeup in their “trends to watch” for 2007, and named ***jane iredale – The Skincare Makeup*** as a “cult brand”.

We have undertaken many programs this year to ensure that we are helping you to grow your business. We embarked on a national consumer advertising campaign in May with Allure, InStyle and Real Simple magazines to drive consumers through your doors. We continue to develop and offer eight promotions per year, designed to increase your profit margins and create excitement about our products. We also produced a comprehensive Event Book with more than 30 new and exciting event ideas, and the details to successfully implement them.

With all of this growth comes a responsibility to you, our valued customer, to ensure that the ***jane iredale*** brand remains the Gold Standard in the industry. We pledge to maintain the integrity of the brand, and reward those of you who have invested in the success of the line. We also promise to do everything in our power to eliminate “gray market” sellers, and to stop Internet discounters in their tracks.

To that end, we will be implementing an **Annual Minimum Purchase Policy** for all accounts. Beginning in January 2008, we will review the purchase history for each account for the calendar year 2007. **Those accounts that have not purchased at least \$3,600 worth of retail product during the year will be reviewed and likely closed.** This is equivalent to \$300 per month wholesale in product purchases, and does not include testers, literature,

28 CHURCH STREET • GREAT BARRINGTON • MA 01230
800-762-1132 • 413-644-9900 • fax 413-644-9057
www.janeiredale.com

3,600 Annual Minimum Policy

and other promotional items. We feel that this policy is necessary to protect your investment, as well as ours.

For those of you that are concerned that this will affect your ability to carry the line, I would encourage you to contact your Sales Consultant immediately. Our Sales Consultants have received extensive training, and can assist you in developing a successful plan to increase your retail sales.

We are committed to your continued success, and value your business.

Sincerely,

Theresa Robison
Vice President of Business Development
Iredale Mineral Cosmetics