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U.S. Commercial Service  
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Web: <http://www.buyusa.gov/singapore/en/orly.html>

21st October 2008, Tuesday

U.S. Embassy, U.S. Commercial Service Alert - Celebrity brand, California-based ORLY & SPARITUAL Seeking Distributor For their Beauty, Spa and Nail Care Products

U.S. company, Orly International Inc., based in Van Nuys, California is seeking a distributor for two separate brands – Orly International and SpaRitual. Orly has been in business for over 35 years and exports to over 66 countries.

Firmly entrenched in the U.S, Orly and SpaRitual appeal to Hollywood film stars and celebrities. Famous stars like Angelina Jolie and Jessica Alba use Orly throughout their pregnancies because the nail lacquer is toxin-free. Other stars, past and present, continue to use Orly and these include Ashley Judd, Jessica Simpson, Hillary Duff, Brooke Shields, Barbara Streisand, Cher, Priscilla Presley, just to name a few. Julie Roberts had Orly-manicured nails in the movie Pretty Woman and Orly and SpaRitual continue to receive much publicity in the American press and magazines and on international catwalks. It is also a winner of the “Abbies”, the equivalent of the “OSCARS” in the U.S. beauty business.

Orly is famous for introducing the world to the “French Manicure” and all products feature a unique patented rubberized and texturized “Gripper Cap”. For those who know the business, you’ll be pleased that Orly is 3-Free, has no DBP (risk of birth defects), Formaldehyde or Toluene (cancer risk). Orly has a reputation for innovation and is used by professional salons for Hollywood TV/Movie celebrities. It has a complete line of cosmetics, nail lacquers, nail care products and hand, foot & body care products.

SpaRitual, a high-end, luxury, vegan, 3-Free, natural, organic, eco-conscious lifestyle brand composed of effective multi-purpose treatment products and beauty rituals for the hands, body, feet and nails. It is used by top-end Spas in the Four Seasons Hotel, Grand Wailea Resort in Maui, Ritz Carlton, and even on the Queen Mary 2, the most luxurious cruise ship in the World, amongst others.

Orly is committed to work with the distributors for both Orly and SpaRitual and will send trainers to launch product ranges. It is important to create the right brand image for both distinct brands. Orly and SpaRitual have the largest range of treatments in the USA for both professional and retail.

Mr. Michael Kahn, Director of International Sales, will be in Singapore to meet with prospective customers/distributors on Thursday and Friday, November 20 & 21, 2008. If you are keen to be their distributor for Orly and/or Spa Ritual, please complete the attached response slip <http://www.buyusa.gov/singapore/en/orly.html> and respond by November 5, 2008.

We'll contact you to show you the product ranges and arrange for a meeting with Mr. Michael Kahn. If you have any questions, please call Luanne Theseira at 6476-9416 or email at: [Luanne.Theseira@mail.doc.gov](mailto:Luanne.Theseira@mail.doc.gov) or Sherry Ng at 6476-9349 or email at: [sherry.ng@mail.doc.gov](mailto:sherry.ng@mail.doc.gov)

Regards,

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