

REVLON



THE MARKET

If you contemplate the subject of *Beauty* in the 20th century, the first brand name that springs to mind is REVLON. The association is immediate and appropriate because REVLON created the cosmetic industry as it is known today.

REVLON products are sold in more than 180 countries. In the United States REVLON manufacturing takes place in Edison, New Jersey; in Oxford, North Carolina; and in Phoenix, Arizona. Internationally, REVLON has manufacturing facilities in several other countries.

REVLON Cosmetics and Fragrances have been available in Australia since 1956 and are now sold in all major department stores and mass variety stores as well as all leading pharmacies. REVLON's Toiletry products have wider distribution, being also available in supermarkets.

During 1996 in Australia REVLON companies

represented 13% of the total cosmetics industry and 18% of all colour cosmetics sold. 25% of all lip colour products sold in Australia during 1996 were REVLON products, and 28% of all nail products sold were from the REVLON range.

ACHIEVEMENTS

REVLON has offered women the ways and means to look beautiful for over 60 years. The company's superb products and beauty philosophy have inspired generations of women to fulfil their true beauty potential.

REVLON was the first company to base cosmetic products on intensive scientific research. By 1955, while other companies used freelance chemists and retained two or three on staff, Revlon's Research Center was already a well-established organisation of 75 graduate chemists and biologists.

REVLON's Toiletry products are also world firsts, with REVLON being the first company to market hair spray for different hair problems, eg. for oily hair, bleached hair, dry hair and hard-to-hold hair.

The first cosmetic drug ever approved by the US government without limitation and the only one accepted for advertising in the journal of the American Medical Association was Eterna 27, an anti-wrinkle agent invented by REVLON in 1957.

REVLON is responsible for many other firsts in the cosmetic industry: the first cream eye shadow, the first super-deluxe all-in-one makeup, the first waterproof non-solvent base mascara, the first blush-on, the first replaceable lipstick cartridge....

REVLON's exuberant expansion into more than 15,000 individual products sold in more than 180 countries is truly remarkable.

HISTORY

In 1932 a man set out to enrich the face of the earth....

Starting in 1932 with a single product - a nail enamel that was like nothing else anyone had ever seen - Charles and Joseph Revson and chemist Charles Lachman (the "L" in REVLON), pooled their meagre resources and bet that women would

buy a rich-looking opaque nail enamel. They developed a unique manufacturing process, using pigments instead of dyes, thereby enabling REVLON to offer a wide variety of shades never seen before.

At first REVLON products appeared only in the beauty salons, where they were applied as part of every manicure. But very quickly, the demand for beautiful nails reached such proportions that Revson found it necessary to lease

beauty shops in department stores. Finally the only way to satisfy the desire for his products was to sell them at special counters in the stores themselves.

It was the prestigious Marshall Field's in Chicago, USA, that moved REVLON from the exclusivity of the Beauty Salon to the easily accessible main floor - thus making it possible for all women to have beautiful nails. In 1932, the first year it was in business, REVLON's sales totalled \$4,000. Six years later REVLON had emerged as a million-dollar business. And the face of the American nation was changing.

Of course, by 1938, Revlon was no longer a



one-product company because Charles' fertile imagination had increased his product lines. One evening, while dining with friends, he noticed a woman at a nearby table, wearing his nail enamel. She put a napkin to her lips and the inspiration came. "How much more beautiful she would look", he thought, "if her lipstick matched her nail colour!".

A short while later REVLON was to introduce a fashion breakthrough: matching lips and fingertips.

The excitement of this new concept was reflected in the names created by Revson for the new coordinated shades. Names like *Fire and Ice*, *Tropic Sky*, *Raven Red* and *Bravo* - names that mirrored a romance, an involvement, a thrilling connection between the way a woman felt and the image she presented to the world.

As the business grew, and as other companies began to make cosmetic products, REVLON continued to remain the undisputed leader. The company's leadership was forged out of Charles Revson's personal conviction that women deserved products which would help them develop and retain their beauty at its fullest potential.

Charles Revson had an absolute genius for



sensing what cosmetics a woman wanted and would use. His skill at developing and marketing beauty products established him as a major talent of this century.

Late in 1985, the management of REVLON was taken over by Ronald O. Perleman, who assumed the titles of Chairman and Chief Executive Officer. He immediately launched an aggressive campaign to develop exciting new product lines within REVLON, and to acquire other famous beauty brands that would add further lustre to REVLON's reputation as the premier marketer of cosmetic products in the world.

THE PRODUCT

The extraordinary variety of beauty and grooming products made or owned by REVLON makes the company unique, and furthers its dominance in the beauty industry. Whatever the style of the customer, whatever the purse, REVLON has a first-rate product to offer.

The tradition of depending upon scientific research to support all REVLON products is as old as the company itself. From the start, REVLON has taken pride in being the industry leader in cosmetic research, product development and quality control.

Just as REVLON's history is marked with many product *firsts*, the company's record of innovation on the technological side of beauty runs along parallel lines. A new product can take from eight months to five years to develop, from inception to its debut in the retail store. At the REVLON Research Center, it is common for over 500 such products to be in the development process at any one time. To maintain REVLON's leadership in the area of colour cosmetics, the research operation produces hundreds of new cosmetic shades a year for worldwide consumption.

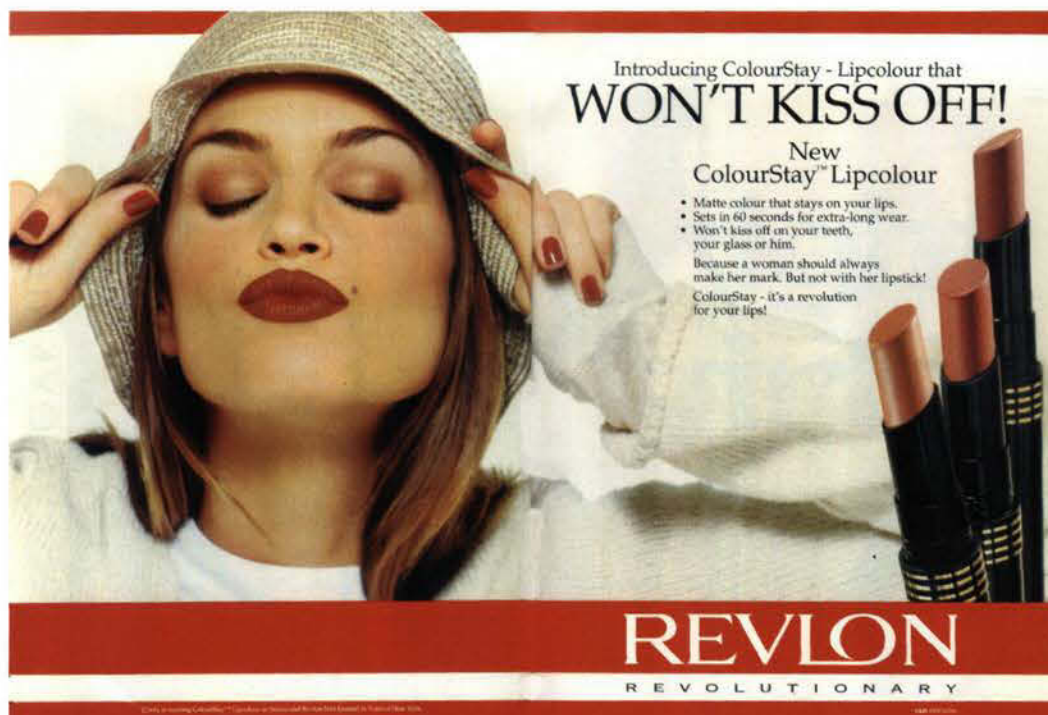
RECENT DEVELOPMENTS

In 1994 REVLON created a revolutionary product in the world of cosmetics - ColorStay Lipcolor. The ultimate in long wearing formulas, the product uses high technology to provide the luxury of rich, matte, long lasting colour. ColorStay Lipcolor enjoyed instant success with consumers which confirmed REVLON's position as the number one Lipcolor company world wide. The slogan "Won't Kiss Off" has become universally synonymous with ColorStay Lipcolor and REVLON.

Since the launch of ColorStay Lipcolor, REVLON has extended its ColorStay range considerably with the launches of ColorStay Makeup (*Won't Rub Off*), ColorStay Lipliner and Lipbalm (*Won't Kiss Off*), ColorStay Eyecolor and Eyeliner (*Won't Wear Off*) and the revolutionary ColorStay Haircolor.

PROMOTION

Creative breakthroughs have always been REVLON's stock in trade. The same creative impulse that has produced some of the finest beauty products in the world has also character-



Introducing ColourStay - Lipcolour that
WON'T KISS OFF!

New
ColourStay™ Lipcolour

- Matte colour that stays on your lips.
- Sets in 60 seconds for extra-long wear.
- Won't kiss off on your teeth, your glass or him.

Because a woman should always make her mark. But not with her lipstick!
ColourStay - it's a revolution for your lips!

REVLON
REVOLUTIONARY

ised REVLON's approach to advertising. Always innovative, always glamorous, REVLON's high-impact advertising campaigns invariably get everyone talking... and noticing!

In the 1930s, cosmetics were considered a bit 'theatrical', something 'nice' girls didn't use to any great extent. But REVLON's use of remarkably elegant women and glamorous movie stars in striking print advertisements quickly altered that view. The use of cosmetics became fashionable because REVLON portrayed fashionable women wearing the company's cosmetics. As simple as it sounds, it was an attitudinal change that signalled a turning point in 20th century social history.

Over the years, many of the world's great beauties have appeared in REVLON advertisements, including Dorian Leigh, Suzy Parker, Barbara Feldon and Lauren Hutton. Supermodels Cindy Crawford and Claudia Schiffer and celebrities from the worlds of stage, screen and television including Audrey Hepburn, Brooke Shields, Oprah Winfrey and Melanie Griffith have all featured in REVLON advertising campaigns.

BRAND VALUES

"Our products must be tested and tested and tested still. Precaution must be total. The consumers' interest comes before anybody's in our company - even before mine." (Charles Revson).

REVLON's brand mandate has always been 'quality products at an affordable price' to consumers. Research and new product development, long the hallmark of REVLON's success, will continue to play a critical role in shaping the company's future. A steady flow of innovative new products will enable REVLON to attract an ever growing number of customers and to compete successfully in the complex world marketplace. But it will be the REVLON name on these products and the tradition it represents that cannot be matched.

The Revlon Research Center in New York basically does three things. One is finding ways to do greater good for skin, hair and head-to-toe looks. Another is safety evaluation: every

product goes through exhaustive tests to make sure it is completely safe and will remain so under all conditions. The third is quality control: seeing to it that any given product meets the same exacting specifications no matter which of Revlon's factories around the world makes it.

"You can't create beauty products in a vacuum. You must find out what women want and need and test what you've found out." (Charles Revson)

Things you didn't know about REVLON

- REVLON was the first company to envision the era of the contemporary woman who would reject sameness in colour and appearance. Unlike Gertrude Stein, Charles Revson never believed that a rose is a rose is a rose.
- REVLON was the first company to bring fashionable colours and shades to nail enamel in 1933. Until then nail "polish" was formulated in a single red colour and was worn almost entirely by "ladies of the evening".
- REVLON was the first company to coordinate nail enamel and lipstick, introduced in 1939 with the phrase "matching lips and fingertips".
- REVLON's CHARLIE fragrance, named after Charles Revson, was created in 1972 and was the first fragrance women bought for themselves.
- REVLON was the first company to install a system of quality control so that products consistently met uniform standards around the world (1936).
- REVLON was the first beauty company to award formal grants (1980) to academia to develop long-term research programs leading to alternative testing methods. In 1986, it was the first beauty products manufacturer to cease animal testing completely.
- ULTIMA II and ALMAY HYPO-ALLERGENIC are also part of the REVLON empire.



Revlon
exposes
'The Worldly Young Innocents'

3 wicked little lipshades and 3 knowing little nailshades (that have more than met their match!)

This is the Mouth with the Message.
Young. Fragile. Faintly frosted. Playing it prim-and-proper. But heartlessly cool. These shrewd little shades (with their mean little sheen) know exactly where they're glowing!

ColorStay Lipcolor, ColorStay Lipliner, ColorStay Lipbalm, ColorStay Eyecolor, ColorStay Eyeliner, ColorStay Haircolor