

## **Eugene Melnyk Appoints Caroline Pieper-Vogt as New CEO of Fusion Brands Inc.**

NEW YORK, NEW YORK — Eugene Melnyk, owner and chairman of Fusion Brands Inc., announced Caroline Pieper-Vogt as the company's new chief executive officer effective immediately. Pieper-Vogt succeeds Randi Shinder who announced her retirement from Fusion Beauty in early May 2009.

Caroline brings a fresh, creative and global perspective to Fusion Brands' product development and branding," said Melnyk. "With her well respected management style and extensive industry knowledge, Caroline represents the veteran leadership required to build upon the quality and innovation that defines Fusion's exceptional products and unique position in the marketplace."

As the new CEO of Fusion Brands, Pieper-Vogt will be responsible for overseeing research and development, manufacturing, distribution, sales and marketing for the company's current and future product lines including FusionBeauty® and CLEAN®."

"Fusion Brands is a company defined by cutting edge innovation and powerfully branded product lines," said Pieper-Vogt. "Leading the company through its next phase of growth and success is an exciting and rare opportunity. I am energized by the challenge of maintaining Fusion Brands' place as an innovative leader in the cosmetics and beauty industry."

Caroline Pieper-Vogt's career in beauty began over 20 years ago. Most recently, she held senior vice president roles in marketing, sales and group business development at Clarins USA. Pieper-Vogt also was global vice president for Prada Beauty. She grew her professional experience rising through the ranks at Lancôme, Lancaster Group Worldwide, Terme di Saturnia, Chanel and Estee Lauder.

### **About FusionBeauty®**

Since creating the award winning and celebrity favorite LipFusion® Micro-Injected Collagen Lip Plump in 2005, FusionBeauty® continues to build on a strong foundation of innovation and advanced science. FusionBeauty® fuses breakthrough advances in dermatology, cosmetics and biological anti-aging sciences. The company's diverse and powerfully branded product line also includes LashFusionXL®, LiftFusion®, GlowFusion® and PureFusion® and is available in over 40 countries worldwide. The effectiveness, innovation, and broad consumer appeal of FusionBeauty® products has earned the company various industry honors including the CEW Awards, the Good Housekeeping Seal and support from a long list of celebrities. For more information, please visit [www.fusionbeauty.com](http://www.fusionbeauty.com)

### **About CLEAN®**

CLEAN® Original Perfume was successfully launched in 2003 and quickly became the number one selling independent scent. CLEAN® is the original fragrance line with a soapy-shower fresh scent that has a unique fragrance reminiscent of pure soap. With impressive sales growth and widening distribution, the CLEAN® line has expanded to include bath and body products for men and women. For more information, please visit [www.cleanperfume.com](http://www.cleanperfume.com)