

VIVE

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VIVE - A NEW BRAND FOR THE NEO'S

Melbourne, Australia 24th May 2007 – VIVE BEAUTY CARE, an Australian company has launched a new refreshing and stylish range that has been 5 years in development.

VIVE Beauty Care Mr. Stephen Duggan said “VIVE is a range that combines the elements of beauty, nature and style into a beautiful new consumer offering aimed directly at the NEO's, VIVE is also very unique as it contains no added water in the formulations”.

About NEO consumers

From travel to entertainment, “NEO” consumers personify the characteristics of urban living. They are defined as aspiring professionals between ages 25-60/50 with high-discretionary spending behavior, making up for 77% of total spending. NEO's also spend more online than the average consumer.

Drawing from the A + B demographic segment, this group differed from “Traditional” consumers who have low-discretionary choice consumption behavior despite being affluent. Their price sensitive approach results in low spending patterns and consumer skepticism.

NEO's are image-driven consumers with modern attitudes to accompany their fast-paced living. They strive for the best of everything, which is exactly what VIVE skincare has to offer. VIVE products contain potent sources of nature's ingredients to ensure the highest benefits for the skin. With no added water, formulations are stronger concentrations of unique key ingredients.

Features of VIVE

- Contains no added water, resulting in greater efficacy.
- Naturally derived ingredients.
- Purity from start to finish.
- Technologically-advanced products.

VIVE will be launched globally September, 2006.

For further information please do not hesitate to contact Steve at VIVE Beauty Care on (03) 9580 9977 or email at steve@vivebc.com

Issued on behalf of VIVE Beauty Care, by Julia Surgey.
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