

**FOR IMMEDIATE RELEASE**

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**IMC Licensing Announces Two New  
Licensing Deals for Borghese**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has negotiated two new licensing agreements for [Borghese Inc.](#), a leading global cosmetic, skincare, fragrance, and spa company. New products include bath and spa accessories produced by Spa Cre8tions, and fashion bedding, bath textiles and bath accessories produced by Veratex.

Rooted in a centuries-old tradition and inspired by the ancient spas and natural landscape of Tuscany, Villa di Borghese licensed products are intended to support the well-being of body, mind and spirit. Drawing from the elements necessary for a beautiful, healthy life, these luxurious products provide the essential benefits of rejuvenation, illumination, restoration and relaxation for the home and bath.

**Borghese Bath and Spa Accessories** - a full line of indulgent bath and spa accessories including sleep and gel masks, back brushes and exfoliating back straps, absorbing hair towels and luxury sisal bath mitts will launch in October 2010 at fine bed and bath retailers with sinus and stress reliever kits and muscle relaxation kits planned for the future. Following launch, the products will soon be available in department stores, club stores, and specialty stores throughout the United States and Canada. The licensee is Orange County, California-based Spa Cre8tions, a privately owned design and sales company that self-manufactures bath products and accessories.

**Borghese Fashion Top of Bed and Bath Accessories** – a complete line of fashion bed and bath products including fashion top of bed, basic and decorative towels, shower curtains, bathroom accessories, accent bathroom rugs and decorative bedding pillows will soon be sold in upstairs department stores, club stores, specialty stores, and through television retail networks in the United States and Canada. The licensee is Panorama City, California-based Veratex, a leading supplier of lavish bedroom ensembles and decorative bath fashions.

According to Cara Bernosky, IMC Licensing president and co-founder, “We are delighted to expand the licensing programs for Borghese, an innovative company known for its high-quality and luxurious cosmetics, skincare and other products. By creating unique lifestyle products, we plan to leverage the brand’s incredible heritage of Italian beauty, luxury and style to reach new consumers and to establish the Borghese brand as the destination for home decorating and home inspiration.”

IMC Licensing previously has negotiated successful licensing programs with United Feather & Down for Borghese luxury basic bedding and with ICON Eyewear for Borghese fashion eyewear. IMC is currently working on the next generation of licensed products to include sleepwear, loungewear, home décor, apparel, fashion accessories, home fragrance.

“We are excited to reach a broader range of consumers via our expanding stylish and colorful bed and bath collection,” said Neil Petrocelli, vice president of marketing and sales, Borghese, Inc. “These additional programs support our efforts to build a lifestyle brand that blends our rich Italian heritage with contemporary form and function. Our innovative and meticulously-designed products capture the incredible sense of beauty, fashion and style that Italy is known for now in a line of products for everyday living.”

### **ABOUT IMC LICENSING**

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world’s best consumer product brands into great new consumer products.

In addition to Borghese, IMC Licensing works with companies like Dole, TABASCO, General Mills, Butterball and Emergen-C. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

### **ABOUT BORGHESE INC.**

Headquartered in New York, NY, Borghese is a worldwide leader in premium skincare and cosmetics. Built on a heritage that dates back to the 14th century when people first sought the healing waters of the Tuscan Earth, Borghese was the first to respect the synergy between health and nature, luxury and

science. Offering the consumer products that allow them to create their own sanctuary, a place to relax and feel revitalized, Borghese derives inspiration from the lush mountains and aromas of Tuscany for a soothing atmosphere in your own private enclave. It's the beauty of Borghese. With its rich Tuscan heritage attuned to all the pleasures of nature, all the luxury of total pampering. For more information please visit [www.borghese.com](http://www.borghese.com).

### **ABOUT SPA CRE8TIONS**

Spa Cre8tions located in Orange County, CA is a self manufacturing design company that specializes in bath formulations and accessories. Our history of success has been the ability to source and manufacture specialized bath products for our clients which range from Club to Specialty Retail. With our state of the art formulating capabilities and production control, Spa Cre8tions has increased our portfolio to include Home Fragrance, Specialty Kitchen and Pet products.

### **ABOUT VERATEX**

Veratex, Inc. is headquartered in Panorama City, California. Veratex has been a supplier of high quality bed and bath fashions for almost two decades, supplying upstairs department stores and specialty stores throughout the US and Canada. Veratex is known in the industry for incorporating assortments of fabric and trim to create innovative designs for bed, bath, and window.

Veratex quality comes from sourcing fabrics both domestically and overseas, and paying attention to the details of these products in order to create superior and unique fashion items.

The heart of Veratex' business is continually evolving a variety of new designs and fabrications, and working with every customer to design a product line that meets their needs.

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