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IMC Licensing Signs Agreement to Represent philosophy

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with [philosophy](#), inc., a leading skincare, cosmetics and wellness products company. IMC Licensing will develop a strategic licensing plan and a portfolio of new brand-building licensed products for the company.

philosophy is a lifestyle brand that celebrates feeling well and living joyously, and wants to inspire its customers to live a better life by being better to themselves. Long before the “doctor” skincare brands of today, there was philosophy. Born from BioMedic, the acclaimed medical company that pioneered some of today’s most popular in-office treatments such as the micropeel, philosophy skincare has long been recommended by dermatologists and plastic surgeons around the country. philosophy products are typically distributed through department stores like Nordstrom, specialty cosmetics retailers like Sephora, direct channels such as QVC and philosophy’s own web site www.philosophy.com.

According to Cara Bernosky, IMC Licensing President and Co-founder, “We are delighted to represent philosophy, an incredible brand that is as much about inspiring its customers as it is about making them beautiful. No other cosmetic brand is devoted to lifting the spirit and stimulating the mind with hope, purity, grace and giving back as philosophy and it is these equities coupled with innovative skin care that has made the brand adored by dermatologists, celebrities and everyday real people alike. We believe the clean fragrances, distinctive inspirational content, look and feel of the package design and

the philosophy behind philosophy has the brand poised to play an even bigger role in consumers' lives through licensed products.”

IMC Licensing plans to extend the philosophy brand into new categories including fashion apparel and accessories, nutritionals, spa products, and personal care for men, children and other untapped markets.

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused and innovative 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 philosophy, IMC Licensing has worked with companies like SC Johnson, Chiquita Brands International, Pinnacle Foods, Jel Sert, Pet Brands, Valvoline and General Mills. For more information, please visit www.imclicensing.com.

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