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## ***NewBeauty Magazine Teams with Nordstrom*** ***Leading the Way in Customer Knowledge and Service***

This January, *NewBeauty* magazine launched its partnership with fashion specialty retailer Nordstrom, Inc., making *NewBeauty* the exclusive magazine available for sale at the nationwide retailer. Considered a trusted resource and dubbed “The World’s Most Unique Beauty Magazine,” *NewBeauty* is more than a magazine and will provide the 98 Nordstrom stores with comprehensive and well rounded information on beauty through innovative programs, educational materials and special events. Beginning January 2006, the groundbreaking partnership will leverage joint advertising opportunities and bring Nordstrom’s salespeople in the Advanced Skincare departments authoritative information on skincare options, and safe, proven solutions for their customer’s cosmetic concerns. *NewBeauty* and Nordstrom join in their commitment to make certain that women receive superior assistance from a reliable and credible source when purchasing beauty care products.

*NewBeauty*’s quarterly BeautyReport, loaded with editorial content and research by *NewBeauty*, will serve as an educational resource for both Nordstrom employees as well as customers. This supplement to the magazine will feature ingredients, benefits, insight from manufacturers and clinical research on some of the most innovative advanced skincare products, supplying women with the knowledge to make realistic and safe cosmetic related decisions. Fifty thousand BeautyReports will be distributed in Nordstrom Advanced Skincare departments in addition to being in every issue of *NewBeauty* magazines nationwide starting January 2006.

Beyond the BeautyReport, *NewBeauty* has created exclusive in-store Tip Cards which will address the most prevalent and age related beauty concerns with the latest product solutions. Each month, different products, services, tips, concerns and solutions will be targeted to enhance the ability of Nordstrom salespeople to best address their client’s beauty-related concerns. Also beginning January 2006, over 125,000 Tip Cards will be available in Nordstrom Advanced Skincare departments as well as on the retailer’s website. Nordstrom salespeople will receive a monthly newsletter and undergo training sessions hosted by *NewBeauty*

educators. This will serve as an informative resource to Nordstrom salespeople on cosmetic industry related news, trends, industry research and regulations as well as key customer problems and concerns.

*NewBeauty* will expose customers to new and leading beauty treatments through co-hosted in-store cosmetic trend shows with Nordstrom. These events will be moderated by Marie Czenko Kuechel, editor-at-large of *NewBeauty*, and will feature board-certified doctors from *NewBeauty*'s Editorial Advisory Board as well as beauty industry experts. "These trend shows will offer customers current and authoritative information regarding beauty-related concerns that reach beyond the options found at beauty counters," says Czenko Kuechel. "Having *NewBeauty* in Nordstrom invites customers to learn about the many facets of beauty and anti-aging, including skincare, in an inviting and familiar environment."

"The program will benefit the customer experience with a sales team that is thoroughly educated on an industry that is evolving more and more into an area of medical solutions" says Robert Singer, MD, co-chairman of *NewBeauty*'s Editorial Advisory Board. "The *NewBeauty* and Nordstrom partnership will elevate the information and training provided to Nordstrom salespeople, arming them with the most up-to-date information concerning the cosmetic enhancement industry."

"This innovative partnership between *NewBeauty* magazine and Nordstrom is like no other and will revolutionize the way women shop for beauty products as well as the relationship between customers and their beauty salespeople," explains Adam Sandow, publisher of *NewBeauty* magazine. "*NewBeauty* aims to set the bar with scientifically valid and ethical information for customer education about skincare, cosmetic procedures and wellness."

#### **About Nordstrom Inc.**

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 155 US stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 98 Full-Line Stores, 49 Nordstrom Racks, five Faconnable boutiques, one freestanding shoe store and two clearance stores. Nordstrom also operates 32 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online presence at [www.nordstrom.com](http://www.nordstrom.com) and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN.

#### **About *NewBeauty* Magazine**

Published by Sandow Media Corporation, *NewBeauty* is the leading customer resource guide to all things beauty from lifestyle to over-the-counter and medical beauty solutions. After only one year on the stands, *NewBeauty* magazine's unique approach to providing women with the ultimate education has become established as the leader in the cosmetic and beauty industry. Led by an innovative editorial team with the guidance of an Advisory Board of 12 recognized experts in the beauty industry including plastic surgeons, dermatologists, and industry trend-setters, *NewBeauty* offers insight and advice on a wide

array of beauty-related conditions and solutions. First published in January 2005, *NewBeauty* Magazine is available at more than 40,000 retailers nationwide, including Nordstrom, Borders, Barnes & Noble and Hudson News. For more information on *NewBeauty* Magazine, please visit [www.NewBeauty.com](http://www.NewBeauty.com).

To schedule an interview with any member of the *NewBeauty* Editorial Advisory Board, please contact Keri Carmen or Nikki Walker at Pierce Mattie Public Relations- 212.243.1431.

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