



FOR IMMEDIATE RELEASE

LUSH NEW STORE OPENING FOR DUBAI MALL

Dubai, UAE – 22nd June 2011: Fresh, fun and fruity, LUSH, the handmade natural cosmetics brand opens in Dubai Mall, just in time for you to get your hands on those fruity summer essentials.

Located on the first floor of the mall, self-appointed cosmetics grocer LUSH is the ultimate beauty delicatessen. Think handmade, natural and quirky merchandise; large rounds of gorgeously fragranced and unique soap; shower jellies so mouth-wateringly tempting they smell good enough to eat; facemasks so fresh with raw ingredients including fruit and vegetables they have to be kept on ice; a vast skin care range and of course the cult classic, the LUSH fizzing bath ballistic.

A-list celebrities worldwide are fans of LUSH products, with the likes of Angelina Jolie buying Ocean Salt cleanser and scrub; Halle Berry is a self confessed fan of Dream Cream body moisturiser; and Kylie often stocks up on Buffy skin conditioner.

LUSH Dubai Mall will also stock the newest and most innovative product lines that the brand has to offer including the best selling **Bio Fresh Facemasks** that are made with the freshest, most natural and un-preserved ingredients that deliver vitamins and nutrients directly onto the skin. Choose from a range including the anti-aging *Sacred Truth* or the skin nourishing *BB Seaweed*. Other new product inventions include the exquisite **Gorilla Perfumes** such as the jasmine infused *Lust*, as well as **Colour Supplements** and **Toothy Tabs**, which are solid toothpaste tabs saving thousands of toothpaste tubes ending up in landfill.

All LUSH products are suitable for vegetarians and those suitable for vegans are clearly marked. Nothing is tested on animals and both packaging and preservatives are kept to a minimum. LUSH has ALWAYS had a 'no plastic carrier bags' policy: Our carriers are made from 100% post consumer waste paper.

Rowena Bird – LUSH co-founder and product inventor 'We are so happy to be able to bring customers here the highest quality products to fill their bathrooms with! They can choose from the most luxurious range, made with the freshest, most beautiful ingredients'.

Karl Bygrave –LUSH Director 'We're excited to be expanding in the MENA region, as we find the customers here to be some of the best in the world. GCC customers are prepared to try our more unconventional products and become real fans of ours. The



Dubai Mall store is our third in Dubai, and we have six more in Saudi, Kuwait and Qatar and expanding fast. This region is always an exciting place to be – it’s a vibrant and growing market and this is an ideal time to expand. We are intrigued by The Middle Eastern traditions in perfumery and the use of perfumes, as we make all of our own fragrances, and are excited by what this region has to offer.’

The LUSH Dubai Mall store opens with a “new concept design” central to which is a country kitchen table consultation area, where customers are encouraged to sit down and discuss their skincare needs with one of LUSH expert consultants. This new concept really takes things ‘back to basics’, encouraging a laid-back shopping experience, with friendly expert advice a chance for customers to discover all things LUSH!

LUSH currently has over 700 shops worldwide and are present in over 44 countries, with manufacturing sites across the world.

Located on the 1st level of Dubai Mall (close to the aquarium), LUSH is open from 10am to 10pm, 7 days a week. Tel no. (04-435 6114). For further information visit us online at: www.lush.co.uk

About Lush

Since establishing 16 years ago, Lush Cosmetics has been driven by innovation and its ethics. Creators of pioneering beauty products such as the fizzing bath ballistic, shower jellies, solid shampoo bars and Toothy Tab solid toothpaste, Lush places emphasis on fresh ingredients like organic fruits and vegetables. Lush operates a strict policy against animal testing and supports Fair Trade and Community Trade initiatives. Lush leads the cosmetics industry in combating over-packaging by running public awareness campaigns and developing products that can be sold ‘naked’ to the consumer without any packaging. Lush has been awarded the RSPCA Good Business Award for 2006 and 2007, the 2006 PETA Trailblazer Award for Animal Welfare and the International Fund for Animal Welfare ‘Business of the Year’ award for 2010. Co-founders Mark and Mo Constantine were awarded OBEs for services to the beauty industry in the new year’s honors list 2010.

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LUSH Stores in Dubai: Located at Mercato Mall (04-3449334), Deira City Centre (04-2959531) and The Dubai Mall (04-4356114).

Media and Marketing Information: For more information please visit www.lush.co.uk. For press and media inquiries please contact the Marketing Department: 04-367 1127 or email ryan.f@hcs-me.com