

Bare Escentuals RareMinerals Blemish Therapy Awarded Top Industry Beauty Award for Innovation by Cosmetic Executive Women, Inc.

SAN FRANCISCO, May 05, 2008 (BUSINESS WIRE) -- Bare Escentuals, Inc. (Nasdaq:BARE), the creators of bareMinerals(R), is proud to announce that RareMinerals(TM) Blemish Therapy won the CEW Insiders Choice Award for most innovative beauty product of the year. With 600 new products entered, 135 finalists and over 4000 cosmetic industry executives voting, RareMinerals Blemish Therapy is the 2008 winner in the Facial and Skincare category for acne treatment.

"We couldn't be more excited about this honor," said Leslie Blodgett, CEO of Bare Escentuals. "Winning an award by the CEW is beauty's highest recognition because products are voted on by industry executives. These groups of remarkable women have a pulse on consumer needs and a clear understanding of what it takes to create a breakthrough product."

The Blemish Therapy treatment is proven to powerfully, yet gently clear and heal blemishes. The formula combines the proprietary 100% pure RareMinerals(TM) concentrate with the acne-fighting benefits of natural sulfur to treat and heal existing acne while preventing future breakouts from forming.

RareMinerals(TM) skincare products combine the highest quality all-natural ingredients with the skin-renewing benefits of an exclusive patent-pending 100% pure RareMinerals concentrate, to effectively and comfortably deliver multiple benefits to the skin with no preservatives or irritants.

Additional products in the RareMinerals(TM) skincare line include the Renew & Reveal Facial Cleanser, the first ever mineral-based cleanser and the Skin Revival Treatment, a mineral-based nighttime treatment. RareMinerals, bareMinerals and Bare Escentuals products are available at Bare Escentuals Boutiques and website, Sephora, Ulta, domestic Spas, and select Nordstrom's and Macy's stores.

About Bare Escentuals, Inc.

Bare Escentuals, Inc. is one of the fastest growing prestige cosmetic companies in the United States and a leader in mineral-based cosmetics. The Company utilizes a distinctive marketing strategy and multi-channel distribution model to develop, market and sell cosmetics, skin care, and body care products under its bareMinerals(R), RareMinerals(TM) and namesake Bare Escentuals brands, and professional skin care products under its md formulations brand through infomercials, home shopping television, specialty beauty retailers, department stores, company-owned boutiques, spas and salons, and online shopping. (BARE-F)

SOURCE: Bare Escentuals, Inc.

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