



NY Designer Lela Rose Returns to Beauty.com to Celebrate Spring With Exclusive Beauty Travel Bag

--Filled with prestige beauty products, the new limited edition bag is the highest value gift with purchase ever for Beauty.com customers

BELLEVUE, Wash. and NEW YORK, May 4, 2009 /PRNewswire via COMTEX News Network/ -- Beauty.com, Inc., a wholly-owned subsidiary of [drugstore.com](http://www.drugstore.com), inc. (Nasdaq: DSCM) is offering customers affordable luxury with its highest value gift with purchase yet to celebrate a beautiful Spring season. Back by popular demand, New York fashion and wedding gown designer Lela Rose has created a new limited edition beauty bag that comes filled with 15 deluxe and full-sized prestige beauty products. Starting May 4th, customers who visit www.beauty.com/lelarose will receive the gift with any \$100 Beauty.com(TM) purchase.

(<http://www.newscom.com/cgi-bin/prnh/20090430/SF08034>)

(<http://www.newscom.com/cgi-bin/prnh/20071010/AQW059LOGO>)

Ideal as a gift for Mother's Day, hostesses, and summer bridal parties, the travel bag designed exclusively for Beauty.com is a sophisticated cosmetic and toiletry bag. The Lela Rose encore design features wide stripes in fresh neutral shades from her current color palette with a convenient top zipper offering a pop of nautical navy. The Spring 2009 bag has a roomy collapsible shape, cotton canvas exterior, and multiple interior pockets, making it a quintessential accessory for both daily use and travel.

"The Lela Rose and Beauty.com collaboration speaks not to only the Lela Rose customer, but to women everywhere," says Lela Rose. "Women today are looking for value and quality when making purchases without having to sacrifice style and sophistication. I can't think of a better pick-me-up than this gift with purchase to kick off the Spring season. "

Valued at \$150, the classic cosmetic bag comes filled with 15 hair, makeup, and skin care samples, the most full-and sample-sized products ever to be included in a designer gift with purchase bag on Beauty.com. Customers may receive all this for free with a \$100 purchase on Beauty.com.

1. Urban Decay Big Fatty Mascara, Black
2. Laura Geller Blush-n-Brighten Compact, Golden Apricot
3. POP Beauty Eye Magnet Primer, No.1 Airbrushed
4. It Cosmetics My Youthful Smile Duo, Signature Blue
5. Nuxe Tonific Fermete Intensive Firming Cream
6. Bliss Best of Skintentions with SPF15
7. Borghese Piede Vitale Foot Creme
8. ARCONA Papaya Enzyme Gel, Rejuvenate PM
9. BVLGARI Omnia Amethyste Body Lotion
10. Nick Chavez Beverly Hills Angel Wings Ultra-Light Styling Paste
11. Rene Furterer Fioravanti Shine Enhancing Detangling Cream Rinse
12. Jonathan Product Straightening Lotion
13. CLARISONIC Gentle Hydro Cleanser, All/Sensitive Skin
14. PHYTO Phytojoba Intense Hydrating Shampoo
15. Stila Eye Shadow Pan, Shore

Beauty.com has been a backstage partner to Lela Rose during New York Fashion Week for the past two years. The behind-the-scenes beauty tutorial videos from these seasons are some of the most viewed in the Beauty.com [video library](#). Since then, Lela Rose and Beauty.com have continued their collaborations, creating last May's travel case -- widely featured in the press and extremely popular with customers, as well as the [Stila Backstage with Lela Rose Kit](#), which continues to be a top-selling gift set on Beauty.com.

"As always, Lela has designed a stylish and on-trend makeup bag that any woman would love to carry in her handbag," says Kathleen McNeill, president of Beauty.com. "Inside the bag, our customers will find an exciting assortment of beauty products

from some of the most coveted brands in the industry. It's a fun way for our customers to experiment with some of their favorite brands as well as discovering some new ones."

Site wide gifts with purchase are just one of the perks available to Beauty.com customers. Other benefits include "Everyday [Free Shipping](#)," 5% back on every purchase, the free sampling center, 100% color match guarantee, and a shared online shopping cart with Beauty.com's partner site, [drugstore.com](#). Beauty.com personalizes beauty shopping online with the Skin Care and Hair Care diagnostic tools, which provide product regimens tailored to the customer based on interactive surveys. A new site feature also invites customers to shop the best beauty buys and value sets in addition to the brand-specific gifts with purchase available. Beauty fans can also get the latest tips, trends, and promotions sent directly to their email by signing up for the free weekly Beauty Bulletin on Beauty.com.

About Beauty.com - The World of Beauty Online(TM)

Beauty.com, Inc. is a leading online destination for prestige beauty products. The web store provides a highly personalized shopping experience and offers more than 200 brands from widely recognized to niche, hard-to-find products. Beauty.com is wholly owned by [drugstore.com, inc.](#)

About [drugstore.com, inc.](#)

[drugstore.com, inc.](#) (NASDAQ: DSCM) is a leading online retailer of health, beauty, vision and pharmacy products. Our portfolio of brands include: [drugstore.com\(TM\)](#), [Beauty.com\(TM\)](#) and [VisionDirect.com\(TM\)](#). All are accessible from <http://www.drugstore.com> and provide a convenient, private, and informative shopping experience while offering a wide assortment of more than 45,000 products at competitive prices.

The [drugstore.com pharmacy](#) is certified by the National Association of Boards of Pharmacy (NABP) as a Verified Internet Pharmacy Practice Site (VIPPS) and operates in compliance with federal and state laws and regulations in the United States.

About Lela Rose

The Lela Rose collection is founded on a clear vision to create classic silhouettes with a whimsical twist. Beautifully embellished fabrics are the foundation of this innovative collection and speak to the elegance of its personality with a nod to the era of glamour.

Texas native Lela Rose graduated from the University of Colorado in 1991. Rose then headed to New York to study fashion design at Parsons School of Design where she graduated in 1993. Her education continued under the tutelage of Christian Francis Roth, as Design Assistant and soon thereafter, with Richard Tyler as Design Assistant and Fabric Buyer. Rose worked with Tyler for three years in Los Angeles and New York.

In 1998, Rose's vision and passion compelled her to create her signature collection, Lela Rose. Through intricately designed and finely detailed separates, dresses and jackets, Rose has established herself as a renowned designer.

In Fall 2006, Rose launched the Lela Rose Wedding collection. The collection is a pairing of unconventional fabrics and techniques that are trademarks of the designer. The impeccable quality and couture sensibility of these gowns make them one of a kind.

With the success of both collections, the Lela Rose brand expanded. In Fall 2007, Rose partnered with Payless Shoes to produce Lela Rose for Payless, a line of fashion forward shoes, followed by Unforgettable Moments, a collection of dyeable shoes for special occasions. In 2009, Rose partnered with Dessy Group to produce a collection of bridesmaid dresses.

As the Lela Rose brand continues to grow, one thing remains true - Rose's vision and passion. "My philosophy of design is about creating beautiful, hand finished clothes that exude a casual luxury and refinement." - Lela Rose

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