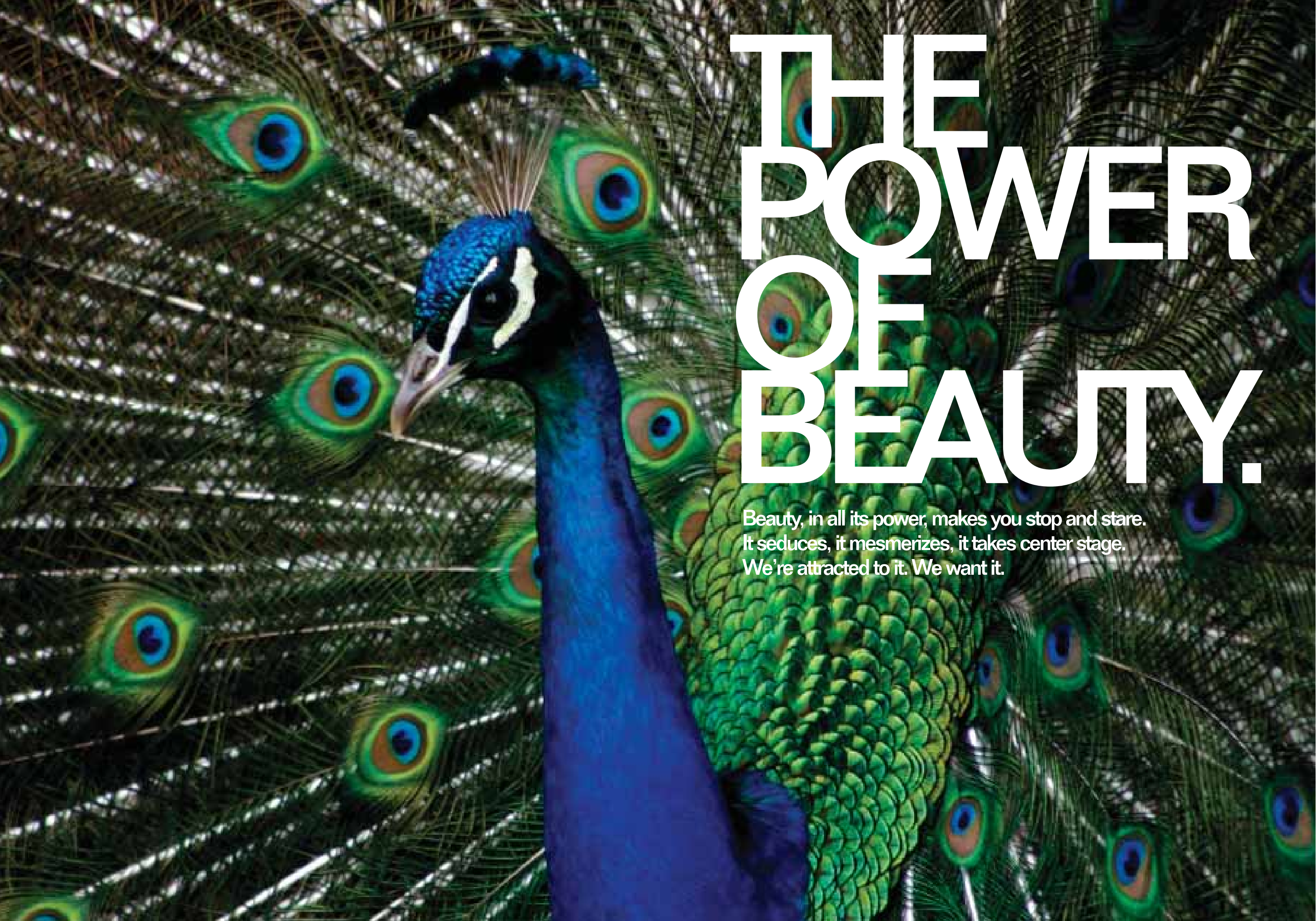


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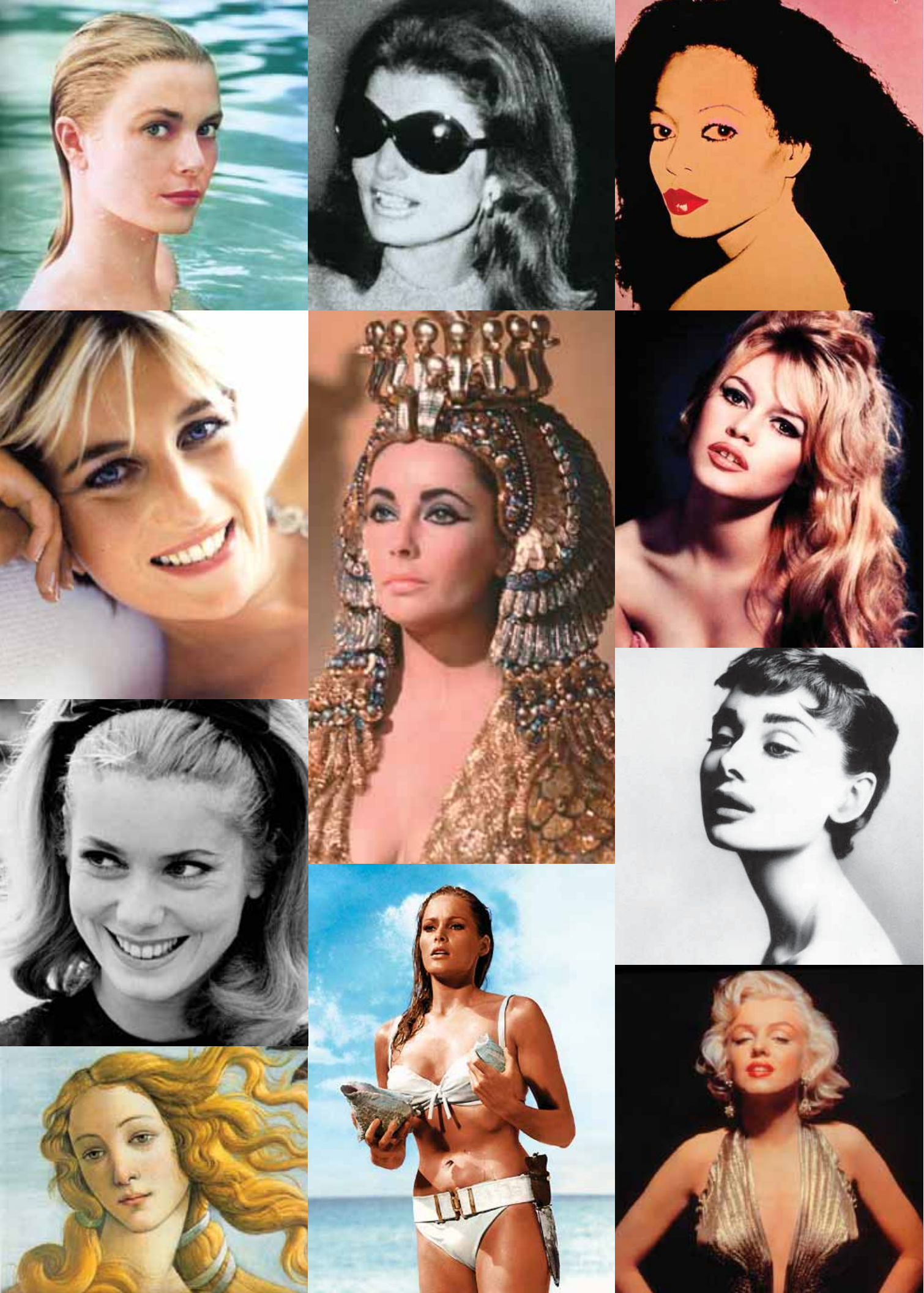
“Beauty is an ecstasy; it is as simple as hunger.”

W. Somerset Maugham



THE POWER OF BEAUTY.

Beauty, in all its power, makes you stop and stare.
It seduces, it mesmerizes, it takes center stage.
We're attracted to it. We want it.



THROUGH THE AGES BEAUTY HAS CAPTURED OUR IMAGINATION

People of all cultures and all eras have been moved by the elemental power of beauty. Beauty has inspired great artists, ignited wars, captivated entire nations, sparked individual achievement. Beauty fuels our imagination and our potential.



BEAUTY
CONTINUES
TO
MOTIVATE US
TODAY

CURRENT CONSUMER ATTITUDES REFLECT THAT PERSONAL APPEARANCE REMAINS OF HIGH IMPORTANCE:

From “The Swan” to “What Not To Wear” to “Extreme Makeover,” people are fascinated by the ways in which they can improve their appearance.

Nearly three-quarters (73%) of U.S. consumers felt it was either “important” or “very important” to spend time on personal appearance.

Nutraceuticals World, September 2005

67% of women consider themselves to be beauty-conscious.

MRI Fall 2006, Base Women

A 2004 Datamonitor industry opinion survey of U.S. manufacturers found that 79% believed that consumers are more beauty-oriented than five years ago.

Nutraceuticals World, September 2005

CONSUMER PURCHASE BEHAVIORS REFLECT THE VALUE THEY PLACE ON LOOKING GOOD:

Americans spend more each year on beauty than they do on education.

The Economist, May 24, 2003

48% like to copy the makeup looks of celebrities featured in magazines.

Self Magazine Insider Panel Survey, 2006

Women spend an average of \$1,454 annually on beauty products.

The Catalyst Report 2006

conducted by Allure magazine with a nationally representative sample

85% of women age 18-64 say that they invest in their beauty routine for their own pleasure.

The Catalyst Report 2006

conducted by Allure magazine with a nationally representative sample



MOST WOMEN HAVE MORE THAN



12 BEAUTY RITUALS EACH DAY.



EVERYBODY
WANTS
TO LOOK
GOOD



BEAUTY HAS NO PRICE

Premium skin care is a large and fast growing segment, accounting for 20.2% of the global cosmetics and toiletries market. It grew 6.2% between 2003 and 2004 and 30.1% from 2000-2004.

Global Cosmetics Industry magazine, October 1, 2005

Mass consumers have also demonstrated an appetite for higher-priced personal care products. Highly successful, premium-priced “masstige” products such as Olay’s Definity line of skincare.

WWD, March 2007

“I’m willing to pay more for a brand I love” - 90% of mass shoppers agree and 91% of prestige shoppers agree.

Self Insider Panel, 2007



THE BEAUTY BUSINESS IS BOOMING

The global beauty industry—consists of
 skin care at **\$24 billion**
 make-up at **\$18 billion**
 hair-care products at **\$38 billion**
 perfumes at **\$15 billion** and is growing at up to 7% a year,
 more than twice the rate of the developed world's GDP.

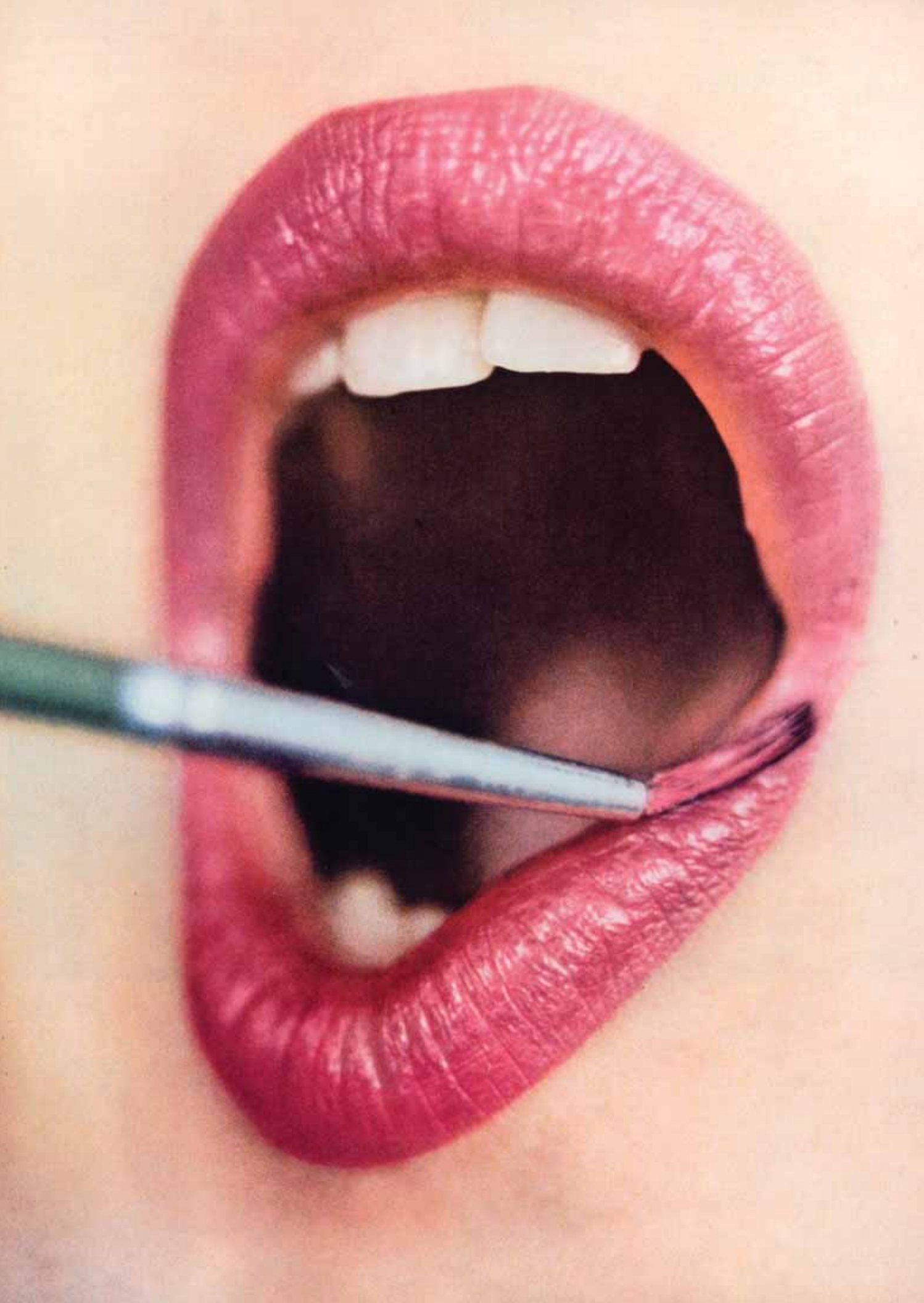
The Economist, May 23, 2004

The forecast for anti-aging and nourishing products in the year 2010
 is expected to be **\$15.8 billion**, up from \$11.3 billion in 2005.

GCI, January 2007

Cosmetic procedures are forecast to grow 9.1 percent per year to
 17.5 million in 2010, valued at **\$17.3 billion**.

The Freedonia Group, April 2007



WOMEN ARE LOOKING FOR NEW WAYS TO LOOK THEIR BEST

Consumers are 'acting holistically' by taking a number of active steps utilizing diet, exercise and other health influencing factors to improve well-being related to beauty and physical and mental health.

Nutraceuticals World, September 2005





Whole Foods launches “Refresh - The Everyday Spa”
 Leveraging their equities of premium organic nutrition to care for your outer appearance



Evian's partnership with J&J (Europe only currently)
 Building on brand's equity as a beauty tool



Garnier's Nutritioniste skincare line
 “Nutrition + Dermatology”
 Tagline: “Great skin from the inside out”

THE WORLD OF BEAUTY IS EXPANDING BEYOND TRADITIONAL CATEGORIES

Women know that beauty is more than skin deep – that it comes from somewhere deeper.

This means that women are looking for beauty-enhancing products that

Penetrate **beneath** the surface of the skin

Work from the **inside** out

This expanded definition of the source of beauty has allowed more companies from outside the traditional cosmetic and skincare industries to get into the beauty game.



THIS
MOMENTUM
REPRESENTS
A NEW
OPPORTUNITY



AS THE
CATEGORY
MATURES
WE EXPECT
BEVERAGES
TO DO MORE
THINGS
FOR US.



“Taste Good”
(Full-flavor and diet CSDs)



“Feel Good”
(Bottled H2O)



“Perform Good”
(Energy drinks and performance-enhancing beverages)



“Look Good”
(Appearance-enhancing beverages)



CSAB IS POISED TO SEIZE THIS MOMENT

Expertise in creating flavors people love

Strong consumer insight and brand-building abilities

Distribution power

More nimble than competitors

"I love it when people say, you can't be sixty, you don't look sixty. That makes me feel good...it's not that I want to look 20 or 30 or 40 years old, but it's nice to know. It's nice to get compliments..."

"I'm seeking a balance between obsessing about how I look and not caring enough...that lets me enjoy life...and gives me inner confidence that helps my beauty shine..."

"So I work at myself. I eat better, take vitamins (if I remember), exercise (not as much as I should), look after my skin, drink plenty of water, rest. I don't go out without make up or doing my hair..."

"It's important to make an effort to look good as I age, for myself...Looking good makes me feel good inside, which makes my beauty glow on the outside..."



OUR TARGET

Who is she?

Women, age 35-60 yrs as the epicenter, but we expect actual consumption to skew younger.

Even the youngest readers (18-24) are acting now to prevent the signs of aging.

Self Magazine Insider Panel, 2007

Savvy, successful and engaged in the world.

What is her perspective on looking good?

She knows that when she looks great, people take notice. That makes her feel confident and powerful.

She feels a lot younger than her age, but she's beginning to see the effects of aging and is proactively trying to maintain her health, vitality and outward appearance.



HER VISION OF A BEAUTY ENHANCING BEVERAGE

Consumers were asked to ideate around what benefits their ideal beauty beverage might offer:

- Guilt-free indulgence
- Long-term health maintenance
- Balanced nutrition
- Variety of beauty benefits
- High end, high quality
- Cool, stylish & classy

They selected the following product attributes:

- Refreshing
- Natural & healthy ingredients
- Clean, simple, fresh taste
- Natural flavored waters
- No calories - no artificial sweeteners

Project Jiva: Key Insights for Concept development, IFF Qualitative Research, 2006



BRINGING
HER
DESIRE
TO LIFE



INTRODUCING LOOK

At LOOK, we think it's really quite simple.

Everybody wants to look good.

And we know that you actively pursue

the promise of beauty

each and every day, in big and small ways.

Some call it vanity, we call it pride.

The pride to care about how you look,

in part, so that others look back.

But mostly because looking good

gives you confidence to take on the world.

LOOK provides a whole new set of beauty tools

to help in the quest to look good.

We combine smart science with delicious flavor

and deliver it all in one beautiful experience.

Because when you look great, you feel great.

And the world takes notice.

So why not. Have a LOOK.



BUILDING A BRAND WITH EMOTION

FUNCTION+DESIGN+EMOTION = A BRAND YOU DESIRE

She wants a brand that not only satisfies her rational needs, but one that also fulfills her emotional desires, speaks to her senses and captures her imagination.

Brands that do this well and whom we should emulate:

Target vs. Wal Mart

Apple vs. Dell



LOOK BRAND ARCHITECTURE

BRAND ESSENCE

Beauty I drink in

BRAND POSITIONING

LOOK, a new beauty tool for women who want to look great.
LOOK lets you feel beautiful and confident from the inside out.

BRAND PERSONALITY

Savvy & Stylish
Boldly Honest

BRAND VALUES

Looking Good
Smart Science
Great Flavor

REASON TO BELIEVE

Range of product benefits
Proven ingredients
Delicious flavors
Premium packaging and design

COMPETITIVE CONTEXT

Bottled Water
Diet Sodas
Functional beverages

LOOK IS

SEXY
HONEST
STYLISH
HEALTHY
SCIENTIFIC
BOLD

IS NOT

EARTHY
SUPERFICIAL
TRENDY
EMPTY
MEDICINAL
AGGRESSIVE

A close-up, profile view of a woman with long, wavy blonde hair drinking from a clear glass bottle. She is wearing two large, ornate diamond rings on her fingers. The background is a soft, out-of-focus light blue and white.

THE FIRST TASTE: LOOKWATER

Imagine if beauty was in the water.
If what you drank enhanced how you look and feel.
If it illuminated your skin's radiance and vitality,
helped you lose weight or fortified strong bones.
LOOK WATER is your essential beauty tool,
only improved.
Its enriched formulas are designed to help you
make the most of your natural assets.
The luscious flavors make you want more.
So go ahead, and have a LOOK.
Drink in the Beauty.

8 GLASSES
OF WATER
A DAY COULD
BE SO MUCH
MORE.





LOOKWATER

FORMULA NO.1 SKIN GLOW MAXIMIZER

I know that when my skin looks great, I feel confident and ready to face the world. And the world takes notice. That's why I do my best to care for my skin on the outside. But I know that for truly glowing skin, it takes more than just that. I know I should drink a lot of water, but water can get a little boring after a while.

FACE FORWARD

Introducing LookWater Skin Glow Maximizer, great-tasting and refreshing waters that enhance your skin's radiance. With nutrients such as drinkable CoQ10, Vitamin E and other essential enzymes, LookWater gives your skin a healthy new glow. The delicious flavors are naturally sweetened but still calorie-free. It's a guilt-free way to indulge yourself - and your skin.

Have a Look. And drink in the beauty.



LOOKWATER

FORMULA NO.2 WEIGHT CONTROLLER

I know that when my weight is under control, I feel confident and ready to face the world. And the world takes notice. That's why I do my best to watch what I eat and drink and I try to exercise regularly. But sometimes I feel like I could use a little "edge" to help me get to my ideal weight.

TAKE CHARGE

Introducing LookWater Weight Controller, great-tasting and refreshing waters that help you as you're losing weight. With EGCG, LookWater gently raises your metabolism to burn calories more efficiently. You can delight in the delicious flavors as you drink healthy.

Have a Look. And drink in the beauty.



LOOKWATER

FORMULA NO.3 BONE STRENGTHENER

When I stand tall, I feel confident and ready to face the world. And the world takes notice. So I want my bones to be strong - now and in the future. That's why I do my best to make sure I get enough calcium in my diet. But sometimes I don't eat or drink enough dairy and I want to make sure I always get enough of what my bones need every day.

STAND TALL

Introducing LookWater Bone Strengthener, great-tasting and refreshing waters that help fortify your bones for now and the future. With Calcium and Vitamin D, LookWater provides a daily dosage of the nutrients you need to ensure your bones stay as young as you feel. You can delight in the delicious flavors as you drink healthy.

Have a Look. And drink in the beauty.



LOOKWATER

FORMULA NO.4 SKIN RENEWER

When I look younger than my age, I feel confident and ready to face the world. And the world takes notice. That's why I do my best to make sure I'm taking care to maintain my youthful appearance. But there are some valuable anti-aging nutrients I don't always get every day.

CLEAN UP

Introducing LookWater Skin Renewer, great-tasting and refreshing waters that help erase the signs of aging. Antioxidants and skin renewers help soften fine lines and wrinkles and flush skin impurities. LookWater promotes healthy skin function and repair so you look as vital as you feel. You can delight in the delicious flavors as you drink healthy.

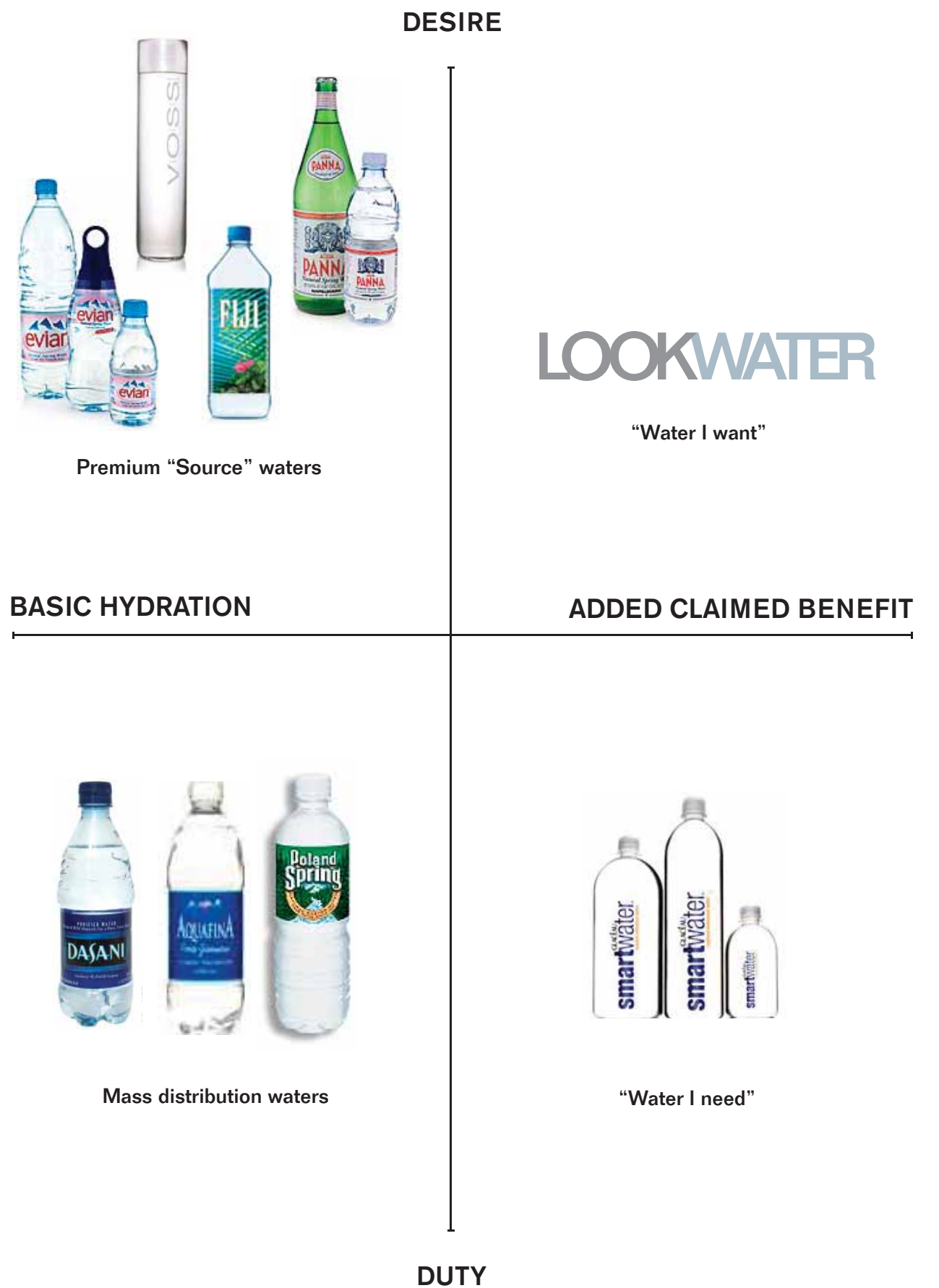
Have a Look. And drink in the beauty.



LOOK
PRODUCT
PORTFOLIO

MASTER BRAND	LOOK			
PRODUCT SUB-BRAND (category designation)	LOOKWATER	LOOKTEA	LOOKJUICE	
PRODUCT NAME (benefit designation)	SKIN RENEWER	BONE STRENGTHENER	WEIGHT CONTROLLER	SKIN GLOW MAXIMIZER
FLAVORS	SHEER CITRUS LIGHT BERRY PEACH BLOSSOM FRUIT BLUSH	SHEER CITRUS LIGHT BERRY PEACH BLOSSOM FRUIT BLUSH	SHEER CITRUS LIGHT BERRY PEACH BLOSSOM FRUIT BLUSH	SHEER CITRUS LIGHT BERRY PEACH BLOSSOM FRUIT BLUSH

THE COMPETTIVE UNIVERSE



LOOK PACKAGING ELEMENTS

In order for LOOK to have credibility with its beauty tool positioning, the visual presentation of the product must be as beautiful as the benefits it offers. Unlike other beauty tools and products that stay in the bathroom closet, LOOK will have a very public face. It must be something that people are proud to carry with them and have on display.





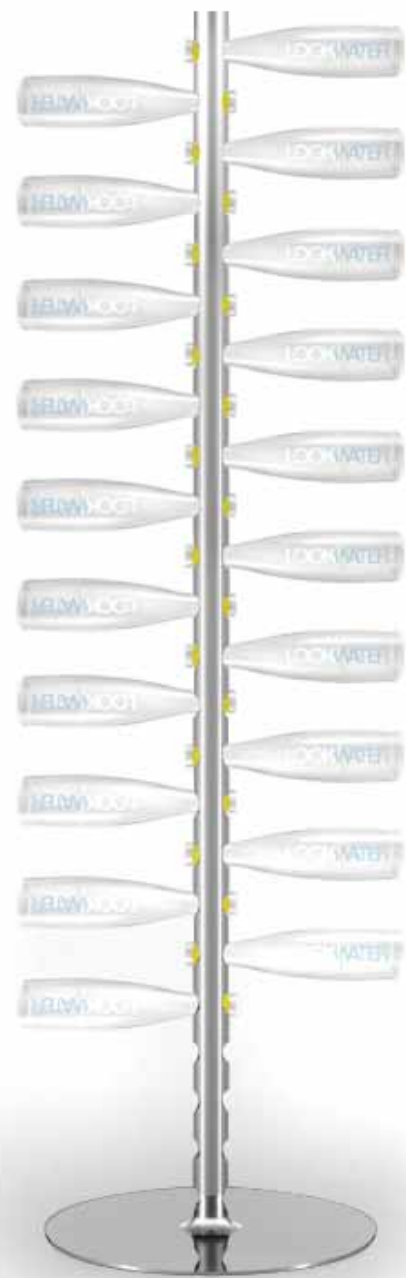
LOOK Cooler: water cooler



LOOK Goods:
Desktop water cooler with mirror

LOOK 8Pak





LOOK In-Store Bottle Display



LOOK In-Store Shelf Unit



LOOK Specialty Retail Counter



LOOK Calvin Klein
Limited Edition Bottle



LOOK Burberry
Limited Edition Bottle



LOOK MARKETING PHILOSOPHY

Look will be introduced to the market as a new beauty accessory.

We will develop a stylish and innovative blend of beauty and beverage marketing at point of awareness, point of buying and point of consumption.

Look will not only offer products that people want to buy, but will be a brand that they want to join.

The launch of the brand needs to be as pioneering as the brand itself. The first people to encounter the brand should be influential trendsetters whose adoption of LOOK will frame the brand's role and aspiration for the rest of the marketplace.

As buzz builds and word-of-mouth spreads, consumers will begin to seek out LOOK – so that they can be one of the “insiders” who reaps the benefits of this new beauty “must-have.”

A bright sun is positioned in the upper center of the frame, casting a soft glow. The sky is a clear, vibrant blue. The word "LOOK" is written in white, hand-drawn chalk letters across the middle of the image. The letters are slightly irregular and have a textured, chalky appearance. The 'L' is on the left, followed by two 'O's, and an 'X' on the right. The 'X' is formed by two intersecting lines.

LOOK

LOOK
PROMOTION

LOOKINSIDE



Press

LOOK product and press kits for editors
Public relations effort aimed at
placement in major fashion and beauty
publications.

LOOKOUT



Special Events

NY Fashion Week Launch Sponsorship
Launch Party for key beauty/fashion editors
prior to fashion week.

Top 10 market “Beauty Influencers” events
with beauty experts/celebrities (e.g. Bobbi
Brown) with philanthropic underwriting

First-ever consumer “Beauty Show”
(e.g. Auto Show, Photography Show) in NY
and LA

LOOK.COM



Internet

Beauty tip of the day on homepage
A guide to health and wellness
Beauty Blog
E-Commerce/online shopping

LOOKAROUND



Retailer Relationships

LOOK = the preferred drink while you
shop or have a spa treatment at places
such as Bliss, Neiman Marcus, Barney's,
Bergdorf Goodman, Elizabeth Arden

- At launch, one-week supply free
to retailers
- Retailers purchase at favorable
price ongoing

LOOKBETTER



Philanthropic

Dress for Success
Water Purification Initiative



LOOK DISTRIBUTION PHILOSOPHY

Our approach is based on selecting channels where we can

- educate consumers about a new product in a brand new category
- create strong consumer desire
- legitimize the category before moving into mass distribution

Specialty Department Stores

Bergdorf Goodman
Neiman Marcus
Nordstrom

Specialty Retailer

Sephora
Colette

Internet

look.com
eLuxury.com
Net-a-Porter.com

Spas

Bliss

Boutique Hotels

W Hotels
The Morgans Hotel Group
The Ian Schrager Group

Specialty Grocery Stores

Dean & DeLuca
Ralph's

Further Expansion



EVERYWHERE
YOU LOOK

Good