

Press Release

Intuit Beauty announces a giving back program helping women worldwide.

Introducing Women for Women International as its sponsoring partner and newest Diva!

Huntington Beach, Calif., April 17, 2006 -- Intuit Beauty Inc. today announced its sponsorship relationship with Women for Women International who is based in Washington DC. Jeannie Lorin, Founder and CEO of Intuit Beauty states, "At Intuit Beauty we realize it means so much more to give than to receive. We are proud and excited to have established a sponsoring relationship between Intuit Beauty and Women for Women International." Women for Women International additionally signed up as an Intuit Beauty Diva. Women for Women International will benefit from purchases made through its website located at womenforwomen.org.

Women For Women helps women who have been affected by the horrific tragedies of war in their countries. Since 1993 tens of thousands of women have benefited from this wonderful program. These women are provided with basic survival needs of food water medicine and, group therapy, education, training employment opportunities and micro loans to start their own income generating businesses within their communities.

With every successful Diva within our organization we are spreading the wealth of her success to another. We are pairing our Diva's up with a woman in need through the Women For Women International program. The two will become 'sister's through both organizations. They will be able to exchange letters and photos which will help provide them with an emotional lifeline and a chance to tell their stories – maybe for the first time.

"Reading letters for sponsoring sisters are both heart wrenching and wonderful. The story of those women were shown on the Oprah Show in an expose' and I knew I had found a fantastic partner for our growing giving back program", states Jeannie Lorin.

About Women for Women International!

Since our inception, Women for Women International have moved 73,000 women from crisis to stability to active citizenship. Active citizenship takes many forms. For example, in Afghanistan we helped women understand the importance of voting and registered more than 2,000 women to vote in the historic presidential elections. In Nigeria, women have organized themselves to end oppressive widowhood practices and female genital cutting in their communities. In Bosnia and Herzegovina, 9,686 women are moving towards economic self-sufficiency through our microcredit program. These accomplishments are noteworthy because on both the micro and macro levels, women are making incremental yet sweeping changes in their communities and countries. Women for Women International is based in Washington DC.

About Intuit Beauty!

Intuit Beauty! Inc. is a company that provides the absolute best anti-aging skincare available, while supporting global charities, along with an, 'everyone wins' business model. Intuit Beauty products are exceptional, business opportunity simple and lucrative. At Intuit Beauty, we all work to enable each Diva to realize her full potential. Intuit Beauty offers an industry leading *lifetime product guarantee* for all its products. Intuit Beauty, Inc. has offices in Las Vegas, NV and Huntington Beach, CA.

SOURCE: INTUIT BEAUTY! Inc.

Intuit Beauty

Lindsey Teichman, 702.575.2060

lindsey@intuitbeauty.com

###