

Bath & Body Works®

Easton Town Center – Columbus, Ohio

Bath & Body Works' fresh point of view of beauty is a new holistic approach committed to both inner and outer pampering that offers consumers indulgences that nurture not only the way they look but the way they feel and live.

The nearly 4,000 square-foot destination for beauty and well-being offers a vast assortment of the world's best brands in addition to its signature line of fragrant body care. At Bath & Body Works you can try countless products, many of which are created by the most renowned beauty experts in the world. The brand lineup is seasonally updated with the latest beauty trends. These updates include cutting-edge skincare brands, skin- and spirit-indulging bath and body lines, high-performance hair care brands, and chic makeup collections.

In addition to the new product assortment, Bath & Body Works looks strikingly different. The store has a more modern feel and features three new sections: pampering, beauty and home. Bath & Body Works has undergone an inner and outer transformation.

Holiday Store Experience

- This holiday Bath & Body Works will transform feature an *Aspen* theme. From birch trees to the ski slopes, BBW will be a fun place to shop!
- Three "room" store concept (*pampering, beauty and home*) for the holidays makes shopping easy and accessible. In the center of the store is all of the wonderful giftsets for everyone on your list! Don't forget to check out the stocking stuffers and gift wrappings as you check out for the perfect ending to your shopping.
- Store design incorporates a sink for customers and associates to experiment with and experience new products.
- A sales team of passionate, young and energetic specialists with extensive training make Bath & Body Works a fun place to shop.
- Features seasonally appropriate gifts, home fragrance items and personal care items.

New for The Holidays

- **Holiday Gift Sets**- Find gifts for everyone on your list with one stop at Bath & Body Works this holiday season! And don't forget the stocking stuffers- Bath & Body Works also carries everything from indulgent treats to a CD with great holiday tunes.
- **Signature Collection Limited Edition** – Exclusively for the holiday season, Bath & Body Works has taken two of its best-selling and one of its exciting new fragrances and turned them into rich, multi-faceted, luxurious perfumes. Known as the Signature Collection Limited Edition Perfume Mists, they give consumers a special new way to enjoy these three scents – Japanese Cherry Blossom, Warm Vanilla Sugar and Sensual Amber – in time for the holiday season. Each fragrance will be housed in a beautifully designed box and keepsake bottle that is representative of the fragrance it holds (ruby red – Japanese Cherry Blossom; champagne – Warm Vanilla Sugar; and golden amber – Sensual Amber). And, in keeping with Bath & Body Works' tradition of delivering high-quality formulas at accessible, everyday prices, each of the perfume mists is only \$28.00 for 3.4 ounces. In addition to the perfume mists, these limited-edition fragrant interpretations are also available in two other products: Shimmer Wands

(brushes filled with fine powder that leaves skin delicately scented and glistening) and Velvet Shimmer Body Creams (which add moisture, scent and shimmer in one luxe formula).

- **Temptations** is a mouth-watering new line of beauty and home products infused with the scents of classic sweet treats. The “flavors” of Temptations collections include Twisted Peppermint, Wickedly Hot Chocolate and Spicy Gingerbread. Each of these delicious scents is then put into a different bath, body, lip and/or home formula. These formulas include: Three-in-One Body Wash, Bubble Bath and Shampoo; Body Lotion; Body Scrub, the Totally Tempting Lip Plumper; the Totally Tasty Tinted Lip Gloss; Home Fragrance Oils; and Candles. The line ranges from \$6.00-\$16.50.
- **Perfect Christmas Home Fragrance Collection** - A selection of home fragrance which evokes memories of Holiday’s past. The collection features candles, fragrance oils, wallflowers in the classic seasonal scents of Frosted Cranberry, Spice and Tree and a new Aspen scent.
- **Patricia Wexler MD Dermatology** will launch a collection of beautiful Advanced No Injection Lip Plumpers in six shades.