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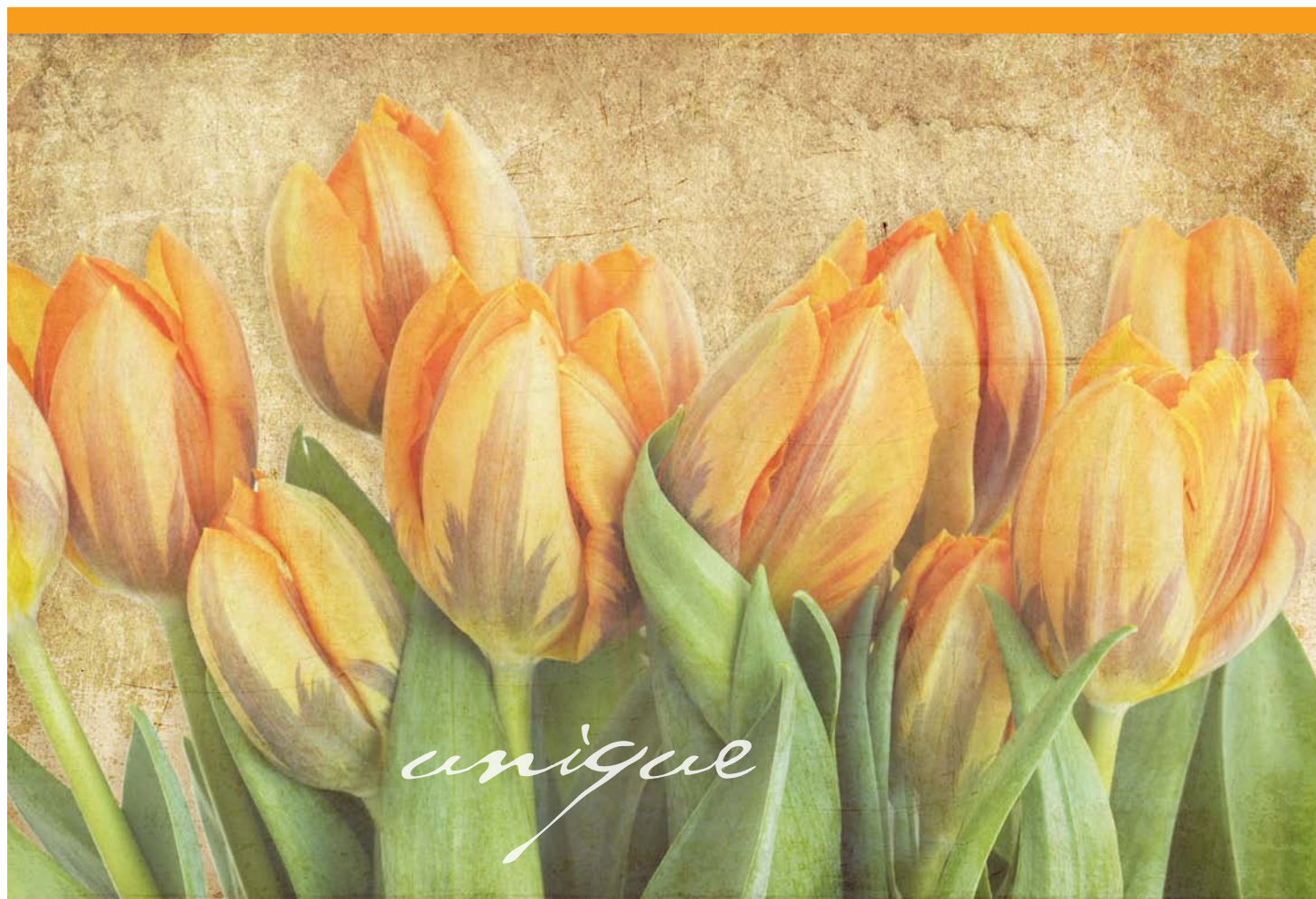
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mia* & co





The boutiques with their modern, accessible design and warm, soft colors are the perfect showcase for the revolutionary product line. Stepping into a mia&co boutique is a sublime experience appealing to a woman's sense of sight and smell. This unique store concept is meant to captivate the imagination as well as feature our latest creations. Makeup products, creams, candy-colored bath salts and soaps are beautifully displayed in this temple to modern beauty.



THE BOUTIQUE OFFERS A
SERENE AND RELAXING
ATMOSPHERE, AND A PLACE
TO FIND BEAUTY TIPS
AND INFORMATION FROM
FRIENDLY PROFESSIONALS.



Mia&Co is a chain of cosmetics boutiques founded in 1992. Today, the chain includes more than 200 stores in 12 countries. It carries over 200 brands of items that include makeup, skin care, fragrance, bath, hair products and beauty accessories. The first boutique was opened in Boston in 1994. Our headquarters are located in Boston, with marketing offices in San Francisco and Montreal.

It was the passion of one woman, Marina Soluri, that led to the creation of Mia&Co. She developed unique skincare treatment methods and created luxury natural products made exclusively from plant extracts. The brand soon became well established in United States, Canada and then Europe.

Mia&Co is a unique brand focusing on natural beauty products devoted to the well-being of women and the pleasure of taking care of oneself. We carefully select wonderful natural ingredients from all four corners of the globe, and we develop unique products to enhance natural beauty and express our customers unique personality.

We strive to offer the best possible beauty products, and the best in-store consumer experience. We are proud to be able to verify each day that our products make women's lives more beautiful.





PEOPLE

People are at the heart and soul of our business. We're always looking for enthusiastic and imaginative men and women of all nationalities. Whether you're a make-up artist, store manager, retail specialist, perfumer or dermatologist, there's an opportunity here for you. For smart, creative people, up for any challenge, and incredibly excited about what they do, we've got an environment where you can make things happen.

THE ENVIRONMENT: A GENUINE CONCERN

All products and stores reflect the company's core values of authenticity, simplicity and respect for people and the planet's natural resources. Mia&Co was one of the first companies to stop all product testing on animals.

Both our products and the materials used in our stores are designed to respect the environment. We limit the use of packing material, and the cardboard, paper and wood that we use comes from sustainably managed forests. Our production factory sorts and recycles its waste and limits its energy consumption. Today, we are proud to report that there is 100% maximized use of waste.



OUR CORE VALUES

Through the years these simple, yet powerful values have continually guided our decision making as well as our interactions with our clients and each other.

CUSTOMERS FIRST

Provide customers with innovative cosmetic products of the highest quality.

Deliver outstanding service by treating each individual as we ourselves would like to be treated.

Continually improve our stores by innovating and not being afraid to try new ideas and concepts.

EMPOWERING EMPLOYEES

Create an environment that fosters personal growth and well being.

Valuing diversity and unique contributions, fostering an open and inclusive environment and treating each person in a manner that reflects our values.

CARING ABOUT OUR PLANET

Respect our environment and re-cycle, reuse, and reduce our waste wherever and whenever we can.

Be responsible citizens in every community we serve.



Photo courtesy of Malcolm Crawford







Spring & Summer

what's new



It's only **natural!**

SoftGLOW Liquid Foundation

A unique skin foundation that reacts on contact with the skin and gradually disappears to lend a beautiful luminous finish.

The lightweight, moisturizing liquid formulation reduces the appearance of fine lines, even out skin tone and instantly brighten the complexion.

Continuous concealing hides blemishes, smoothing pigments resist fading and blend effortlessly and evenly over the face.

It adapts to all complexions.



Also available as an easy to apply, creamy Foundation Stick.

softGLOW



*soft natural
glow*





Stunning Colors

GALAXY Eye Shadow Collection

The exclusive formula with silk pigments provides shimmer and sparkle to highlight the eyes, and creates the ultimate texture and luminosity.

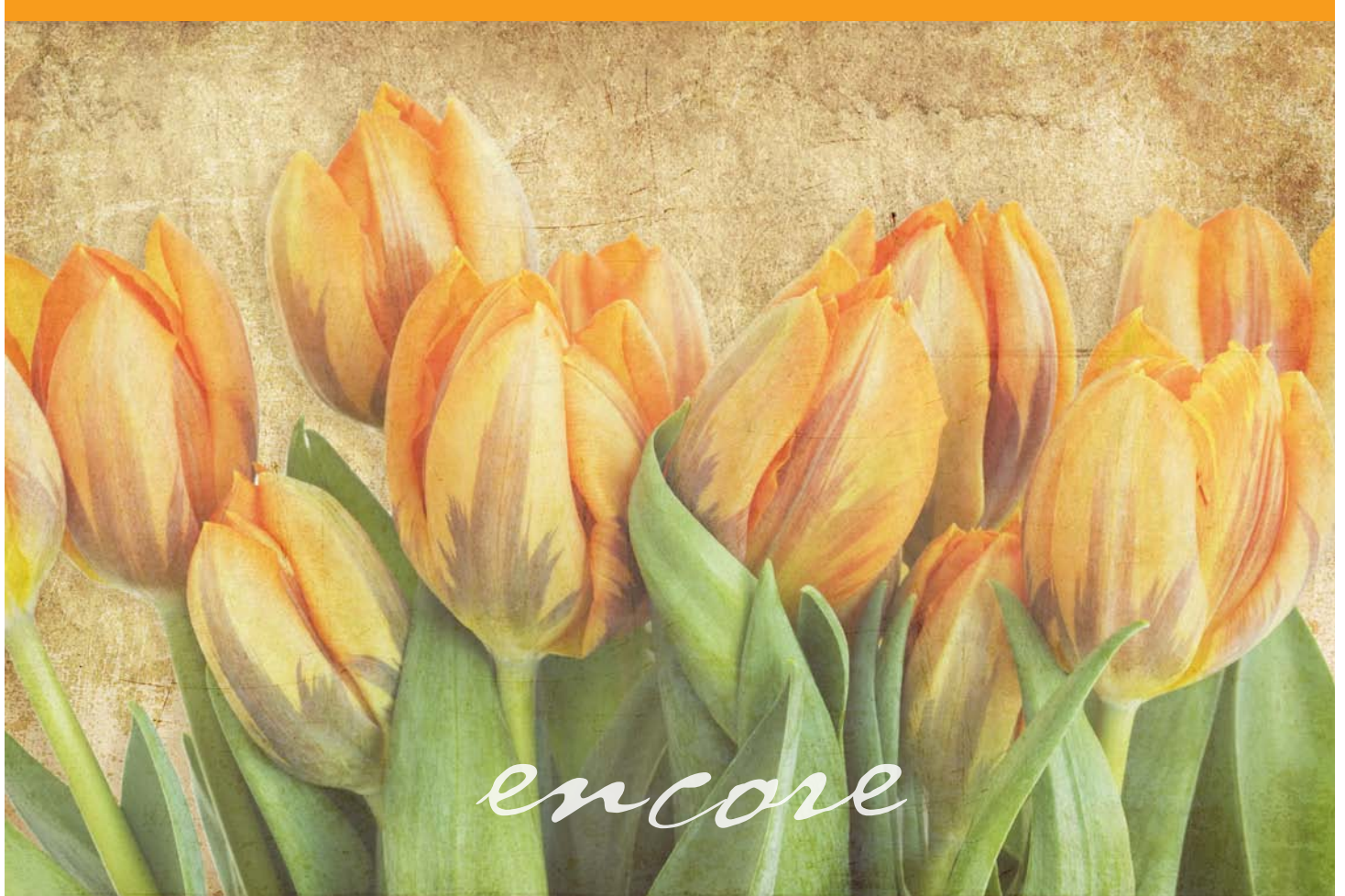
GALAXY shimmer shades can be used separately or blended together.

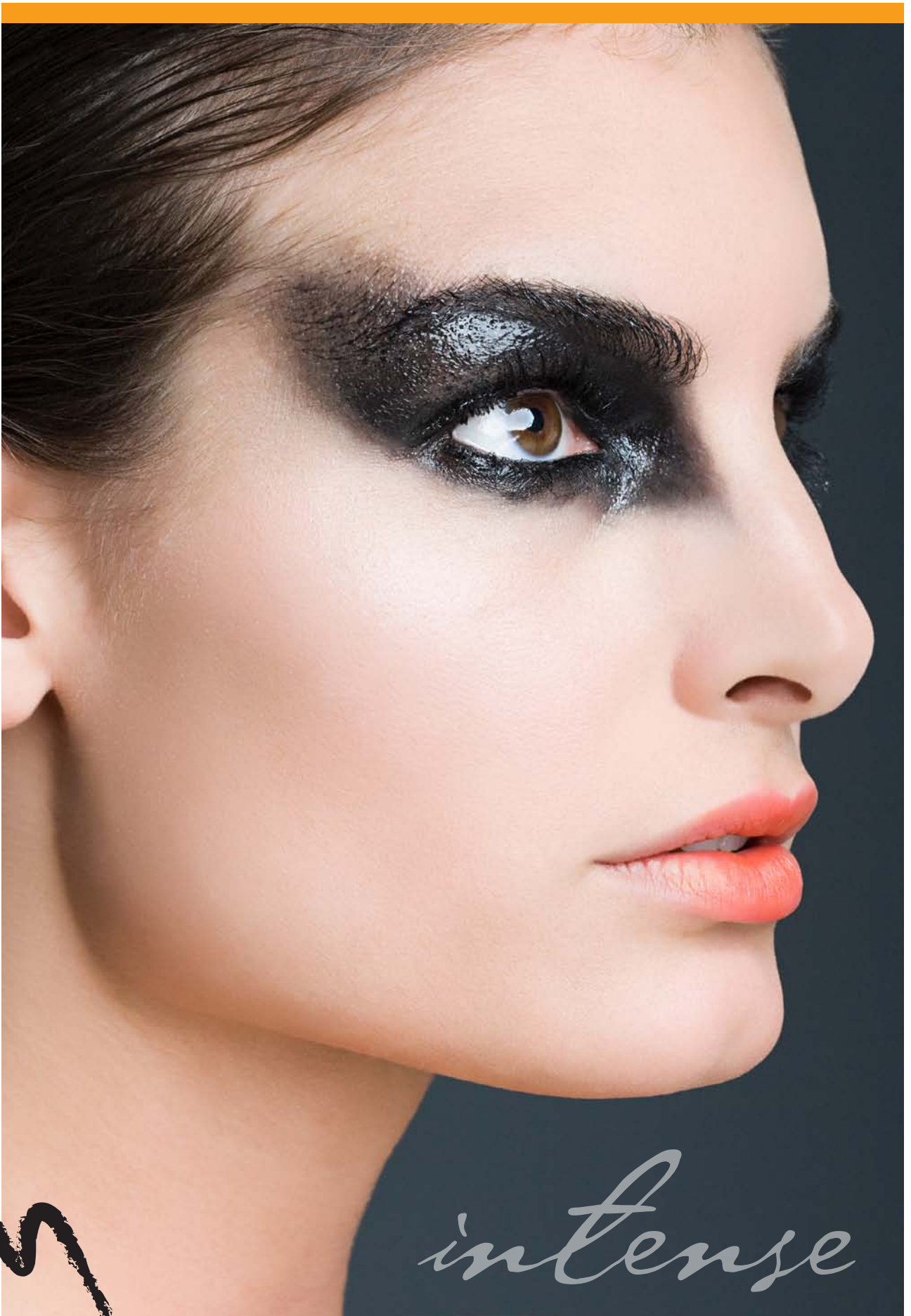
The eye shadow can be applied dry for a sheer finish or wet for greater intensity and metallic finish.



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mia's classics







Intense mascara

Unique moisturizing complex features highly saturated black pigments for maximum lash volume.



Brushes are designed for performance and made from luxurious natural fibers.



Glam faux lashes

Must-have accessory for eyes instantly transforms your look from ordinary, to extraordinary.



Metallic eye shadow collection

The metallic shades give the look and intensity of a cream with the ease and convenience of a powder. Play with the colors and have fun blending!



Metallic green

Caribbean green

Bronze

Copper

Golden green



Buzz glossy nail polish

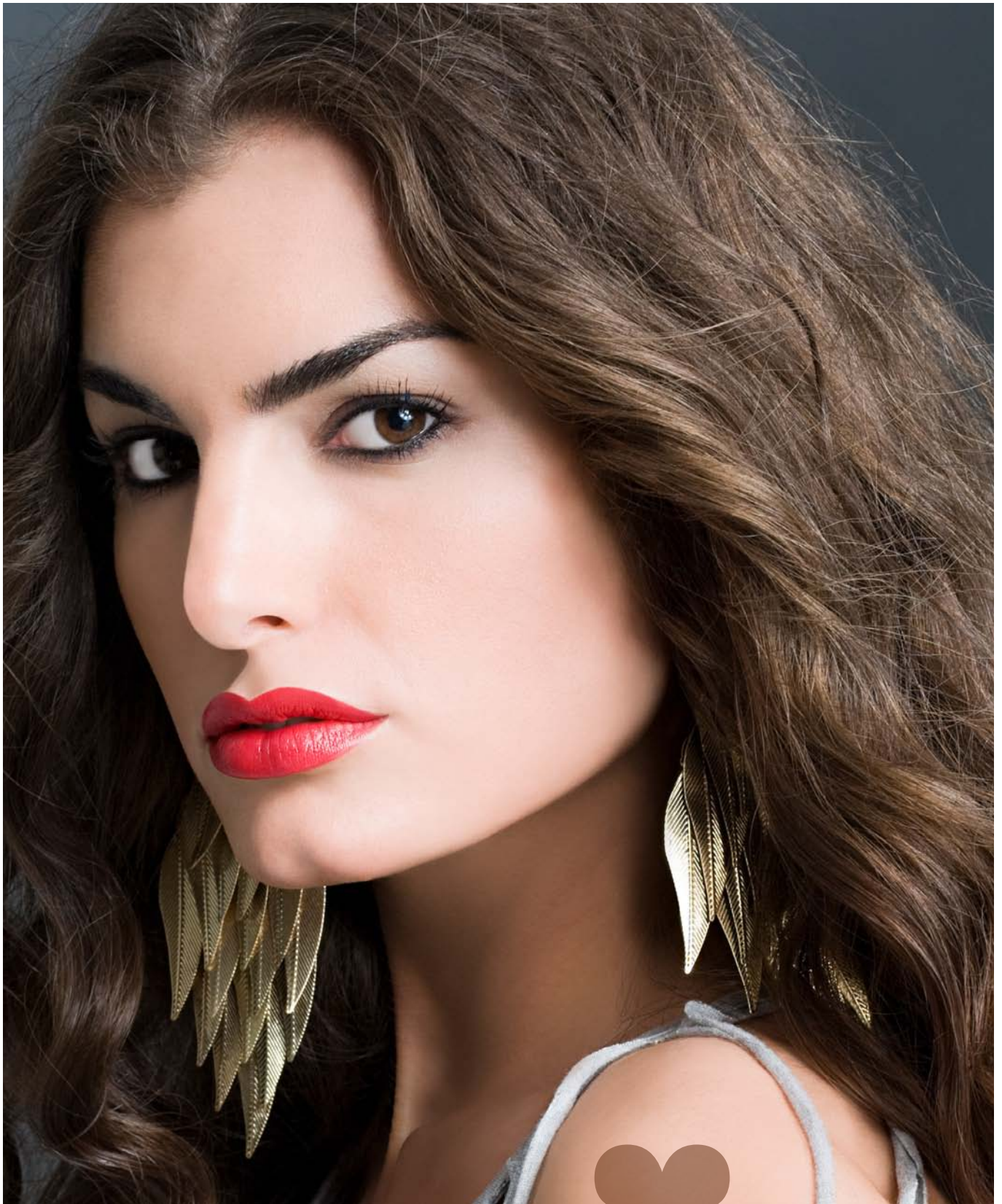
Drench your nails in a deep, rich, lacquered finish. The unique fortifying formula reduces nail weakness, leaving you with a smooth, even, and glossy finish.



Miracle worker lipstick

The highly pigmented, long-lasting lipstick delivers rich classic color in one stroke. A blend of natural waxes provides a creamy texture that glides on effortlessly for a long-lasting hold.





Brilliant shades
reds, oranges,
burgundies and
mauves

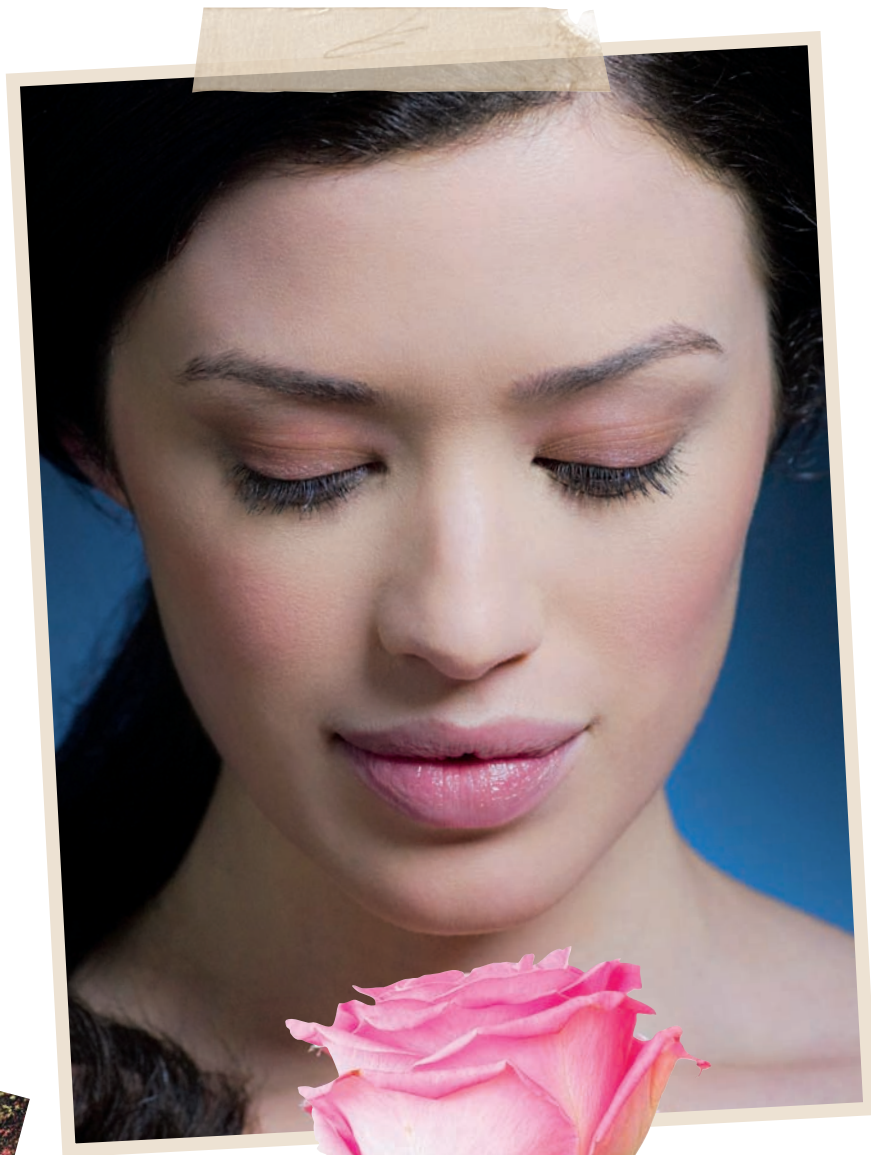
Nature inspired collection

Celestial Bliss Eye Shadow

The matte eye shadow contains a silky-smooth, highly pigmented formula that blends easily and evenly for natural, long-lasting glow. Each heavenly hue may be applied dry for a natural look or wet for greater intensity.

Rose Petal Powder Blush

A velvety powder blush that sweeps sheer color for a naturally blushed look. This natural beauty essential has a soft, creamy texture that allows for effortless application on cheeks and eye lids.



Ivive

4

training





ONE OF THE BEST WAYS TO ENCOURAGE AND SUPPORT INDIVIDUALS IN OUR WORKFORCE IS THROUGH PROFESSIONAL DEVELOPMENT AND TRAINING OPPORTUNITIES.

TRAINING FOR MANAGERS

We hire smart, talented people who are interested in building a career at Mia & Co. We have a strong philosophy of promotion from within, and believe on-going training is a crucial part of reaching your career objectives.

In addition to the mandatory Manager Training Program provided to all Store and Retail Managers, we are now offering a variety of classes and workshops on a quarterly basis. Depending on the topic and number of attendees, training may take place at our head office, factory and in any of our domestic or international store locations.

Each seminar focuses on a different aspect of running the business, including principles of management, store operations, human resources, recruiting, diversity, inventory systems, visual merchandising or creating the best store experience. The professional tools and skills you will pick up will help you to further enhance your management skills.

Managers are invited to sign up early as space is limited.





In addition to running their store, **Store and Retail Managers** are responsible for supervising employees, moving merchandise, and making sure that their store offers products and services that satisfy the needs and desires of their customers.

Nobody said managing, leading and supervising would be easy, even if you've been in this field for years. You'll achieve your best with these professional development seminars and "how-to's" for management success.

TOPICS INCLUDE:

- Management and supervision
- Leadership, coaching and team building
- Communication and interpersonal skills
- Human resources
- Hiring the best employees
- Negotiating and conflict management
- Customer service training
- Time and project management
- Visual merchandising
- Best Practices for managing Inventories
- Etc.

UPCOMING SEMINAR DATES (U.S. & Canada)

February 2
9:00 a.m. – 5:00 p.m.
Leadership, Coaching & Team Building
Location: Head Office

February 4
9:00 a.m. – 4:30 p.m.
Customer Service
Location: Head Office

February 9
9:00 a.m. – 4:30 p.m.
Customer Service
Location: Chicago
Downtown Store

February 10
9:00 a.m. – 5:00 p.m.
Leadership, Coaching & Team Building
Location: Chicago
Downtown Store

February 15
9:00 a.m. – 4:30 p.m.
Customer Service
Location: San Francisco

February 16
9:00 a.m. – 5:00 p.m.
Leadership, Coaching & Team Building
Location: San Francisco

March 2
9:00 a.m. – 4:30 p.m.
Customer Service
Location: Vancouver
Downtown Store

March 3
9:00 a.m. – 5:00 p.m.
Leadership, Coaching & Team Building
Location: Vancouver
Downtown Store

March 8
9:00 a.m. – 4:30 p.m.
Customer Service
Location: Montreal

March 9
9:00 a.m. – 5:00 p.m.
Leadership, Coaching & Team Building
Location: Montreal



Beauty Consultants Regional Training

STORE MANAGERS CAN NOW
RELY ON THE REGIONAL
EDUCATION MANAGER FOR
EMPLOYEE TRAINING.

New!

TRAINING FOR BEAUTY CONSULTANTS

Store Managers will team up with their respective Regional Education Manager to educate staff on product knowledge, selling and service skills necessary to meet/exceed sales goals and service standards.

The Regional Education Manager will coach new consultants and conduct local training workshops on new initiatives, products, latest trends or seasonal looks. In addition to meeting with your staff on a regular basis, the Education Manager will act as a role model to consultants by portraying the company's image and standards.

Our beauty experts represent the company in the stores, providing skin, makeup and fragrance expertise. With our product line ever expanding, access to on-going local support and training is essential to achieving their personal sales goals and career objectives.

For more information, please contact your Regional Sales Manager.



FACTORY TOURS

Factory Tours – for business partners, store/retail managers and their staff – take place throughout the year, on Wednesdays.

Information and registration

Alicia Bradley
tel: 617 555 1286

Number of people

20 people maximum.

Contents and timing of the tour

Product line overview (0:30)

Visit of the production site (1:00)

Discovery of the different departments:

Research & Development laboratories, Quality laboratories, Manufacture workshop, Design & Packaging, Shipping.

A little present is offered to every visitor.

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events & promo



Events

Beauty breakthroughs

Promotions



Upcoming **customer** events

Event: Mia&Co experts at your service!

When: Every Tuesday and Wednesday, from April 15 through May 15.

Message:

Meet our resident staff of skincare experts and makeup artists. Get a free personalized makeup lesson or skincare consultation and master invaluable expert tips in minutes.

Getting ready:

Additional staffing will be necessary to accommodate this event. In-store signage will be shipped to participating stores during the first week of April.

Event: Treat Yourself to a Free Manicure!

When: May 15 through May 30

Details:

Customers receive a gift certificate for a free manicure (to use at their convenience) with the purchase of the Face & Body Skincare Value Set.

Getting ready:

Certificates and in-store signage will be shipped to participating stores during the first week of May.

Event: Giving back! Breast Cancer Fundraising

When: June 02

Details:

On this special day, 15% of ALL product sales will be donated to organizations helping to raise breast cancer awareness and find a cure.

Getting ready:

In-store signage and support material will be shipped to all stores a week prior to the event. Advertisements in all major newspapers will run in the days preceding the event.



ORGANIC Skincare Product Line **in the News!**

Our Organic Skincare line for Sensitive Skin, was recognized as the most innovative beauty product of the year! The breakthrough products were judged by more than 2,000 professionals working in beauty, cosmetics, fragrance, and related industries.

This hypoallergenic and clinically-tested skincare line is created with the finest and most potent ingredients nature has to offer, while preserving the earth with unparalleled green practices. At the beginning of the year, all 6 products of the skincare line became available in the finest spas worldwide!

Testimonial

I have been trying to find a great product line that can treat my dry, sensitive skin. I have also been trying to find products with anti-aging ingredients that won't make my sensitive skin react. These Mia & Co products do it all! The moisturizer in this line is just exceptional. Not only does it smell amazing, but it is incredibly hydrating to my skin. I honestly can't recommend these products enough!



Store Consultant sales contest

NYC Fashion Week Contest

Pack your bags! Store consultants exceeding their February and March sales target, will be on their way to an extravagant trip to New York City for Fashion Week.

Prize includes:

- Round trip airfare for two to New York City
- Airport transportation to and from Manhattan
- Four nights of luxurious accommodations in the heart of Times Square
- All meals
- Attendance and backstage access for two to numerous shows
- All the fashion show freebies you can carry back onto the airplane

For more information, go to the employee portal.

DISCONTINUED ITEMS

We're always creating so many new exquisite beauty products, that sometimes we have to say "goodbye" to some of our existing inventory. The following products will soon be unavailable and discontinued.

Goodbye... so long... adieu!

Absolute sparkle nail polish

Strengthen nails with high-shimmer finish. Color goes on smooth for even-looking, sparkly coverage.

Available in 8 sumptuous shades.

Sale price: \$3.99



Invisible concealer

Conditioning formula glides on to help smooth away skin imperfections and conceal dark circles. Easy to apply, lasts all day and won't cake!

Available in 6 convenient shades to match all complexions.

Sale price: \$5.49



Pure metallic lipstick

High-pigment luxe-for-less lipsticks, give lips an exquisite shimmer and opulent shine. Luxuriously creamy color to smooth, shape and define.

Available in 3 glittering metallic shades: gold, copper and bronze.

Sale price: \$6.29





mia&co Deals & Steals*



PRODUCT	PROMO DETAILS	PROMO DATES
Galaxy Eye Shadow Collection	Buy 1 get 1 free	Feb 05
Absolute Sparkle Nail Polish	Sale: \$3.99	From Feb 10
Invisible Concealer	Sale: \$5.49	From Feb 10
Pure Metallic Lipstick	Sale: \$6.29	From Feb 10
Glam Faux Eye Lashes	Sale: \$8.99	Feb 14
Red Opera Lipstick	Sale: \$14.99	Feb 14
Full Moon Eau de Toilette	Free sample	Feb 14
SoftGLOW Foundation	Product Launch - free sample	Feb 17 – 22
Fresh Strawberry Lipgloss	Free sample	Mar 06 – 07
Cherry Pop Lipgloss	Free sample	Mar 06 – 07
Mia Eyeliner Pencil - violet	Sale: \$9.99	Mar 10 – 24
Metallic Eyeshadow Duo	Free eye makeup	Mar 15
Buzz Glossy Nail Polish	Free manicure	Mar 26
Intense Mascara - black	Free eye liner w/ purchase	Mar 27 – 31
Accent Lip Liners - all colors	Sale: \$7.49	Apr 06 – 13
NewSkin Face Scrub	Free sample	Apr 07
Midnight Blue Mascara	Sale: \$14.99	Apr 09 – 12
Rose Petal Blush	Free pro brush w/ purchase	Apr 10 – 24
Anti-Wrinkle Eye Serum	Free skin consultation	Apr 15 – 20
Lavender and Rosemary Mist	Free sample	Apr 16
Natural Bath Sponges	Sale: \$5.99	From Apr 18
Mini Candle Gift Set	Sale: \$10.00	Apr 20 – 25
Bath Salts - all fragrances	Free natural bath sponge	Apr 27 – 29
Mini Soaps Gift Box	Sale: \$8.00	From Apr 27



Red opera lipstick



SoftGLOW concealer

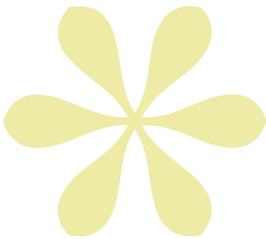


Glam faux lashes

Natural bath sponges & loofah



*Limited time offers





Liquid Foundation: Most common foundation because it works for practically everyone. Liquid foundation gives good coverage.

Stick Foundation: A cream foundation and concealer in one. It works well for normal to dry skin. It is quick to apply.

Cream Foundation: This can be used as a concealer and a foundation. Cream foundation is mostly used on dry skin because it has heavier consistency.

Mousse Foundation: Mousse foundation is a cream foundation in a whipped consistency. It gives a lighter coverage.

Tinted Moisturizer: Tinted moisturizer is a moisturizer with a little color to it. It gives little coverage.

Powder Foundation: Powder foundation is great for younger girls just starting out on makeup. Provide a sheer to a medium coverage.

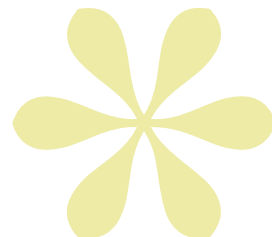
Makeup Foundation

Important Dates mia&co



SALES & MARKETING EVENTS	DATES
SEMINAR: Leadership, Coaching & Team Building - Boston	February 02
SEMINAR: Customer Service - Boston	February 04
PRODUCT LAUNCH: Galaxy Eye Shadow Collection - U.S.&Canada	February 05
SEMINAR: Customer Service - Chicago	February 09
SEMINAR: Leadership, Coaching & Team Building - Chicago	February 10
SEMINAR: Customer Service - San Francisco	February 15
SEMINAR: Leadership, Coaching & Team Building - San Francisco	February 16
PRODUCT LAUNCH: SoftGLOW Foundation - U.S.&Canada	February 17
SEMINAR: Customer Service - Vancouver	March 02
SEMINAR: Leadership, Coaching & Team Building - Vancouver	March 03
National Store Managers Meeting (U.S.) - Chicago	March 06
SEMINAR: Customer Service - Montreal	March 08
SEMINAR: Leadership, Coaching & Team Building - Montreal	March 09
National Store Managers Meeting (Canada) - Montreal	March 10
Store Opening Celebrations - Barcelona, Spain	March 25
Promo Event: "Mia&Co Experts at Your Service"	Apr 15 – May 15
Promo Event: "Treat Yourself to a Free Manicure"	May 15 – 30
Promo Event: "Giving Back! Breast Cancer Fundraising"	June 02
Employee Day	June 15
Store Opening Celebrations - Times Square, NYC	August 20
Mia&Co Goes to NYC Fashion Week	Sept 09 – 16
Mia&Co Goes to Montreal Fashion Week	Sept 27 – 30
Mia&Co Goes to Toronto Fashion Week	Oct 18 – 23
Mia&Co Goes to Vancouver Fashion Week	Nov 03 – 07

mia&co



Mark your calendar!



mia^{*}&co



ORGANIC

mia&co

Concept & Design : Hudon Design Inc.

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