

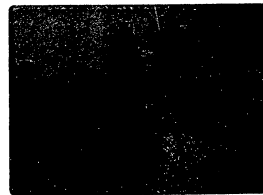
PUBLIC RELATIONS

0819



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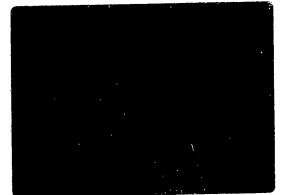
PUBLIC RELATIONS



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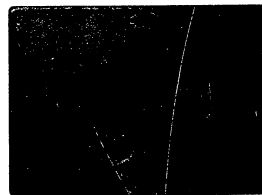
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0820



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An open, empty tin of Lyn perfume. The lid is flipped open, revealing a smooth, light-colored interior. The background is a dark, textured surface with diagonal lines. The text "One touch of nature makes the whole world kin." is printed on the inside of the lid.

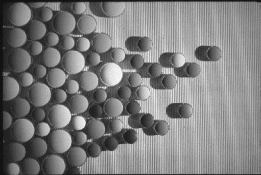
One
touch of
nature
makes the
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kin.













Origins
Public Relations
767 Fifth Avenue
New York, N.Y.
10153
Contact: Tina Morris
Telephone (212) 572-4423



ORIGINS

INTRODUCING ORIGINS

**Origins unites the forces of nature
with the vigor of modern science
to make provocative differences
in the way cosmetics are experienced.**



Understanding Origins Skin Care

For generations, skin care has addressed the troubles you see and feel on the surface of your skin. With diligent treatment, your skin may seem better. But often, the problems fail to really go away. Below the surface, skin conditions that can cause problems may still exist. All it takes is one aggravating factor to trigger a flare-up.

Enter Origins to get to the source of these problems... where they begin... below your skin's surface. **Using just two well-focused products, a Skin Care Pair, Origins works inwardly to "re-train" skin to improve itself and outwardly to immediately relieve the problems you see and feel. This is the Origins difference.**



Origins believes that all skin starts out with the capacity to function normally. Skin that is misbehaving, showing lines, excessive oiliness, dryness or irritations, may lack the appropriate stimulus to act correctly. Blame time, stress, the ups and downs of adolescence, the environmental villains that bombard skin daily. The causes are infinite. Once skin's "good nature" is upset, the results appear all over your face.

The good news is skin can be re-trained to act its best. Because your skin is an amazing, active organ that literally "breathes" in and out, absorbs its environment, it can and does respond to the right stimulus.

Using the ancient study of essential oils combined with the most modern science, Origins provides that stimulus in each Skin Care Pair. Each pair is composed of a Re-training Solution and Cream or Lotion. Origins addresses the five most universal skin flaws: skin that acts oily, skin that acts confused, young skin that acts dry, skin that acts sensitive and skin that acts older than you'd like. **How your skin acts, determines your Skin Care Pair.**



The topical application of essential oils are the very heart and soul of Origins Re-training Solutions. Origins learned that aromatherapy goes beyond your sense of smell and its ability to affect your state of mind. Essential oils, the "energy" or "life force" of a plant, and the foundation of aromatherapy are easily diffused through the surface of the skin, where they can deliver many benefits. They can enhance your skin's well-being and appearance—and re-train it back into ultimately good behavior.

Essential oils are meticulously extracted from different parts of the plant such as its flowers, roots or stems. In the past, single essential oils have been used to affect the skin. Origins has advanced this technology. We carefully select and extract pure natural essential oils at the height of their maturity, combine them, then balance their many complex components according to specific functions.

Using your pores as pathways, Origins Re-training Solutions deliver these highly targeted combinations of essential oils, nature's memory joggers, to your skin where their purpose is to teach it to right its imbalance. Because essential oils are highly compatible with skin's own fluids, they penetrate easily. And, unlike other oils you may be familiar with, they never feel greasy, never sit on your skin's surface or clog pores.



ORIGINS

While skin is learning to behave in a better way, Origins Creams and Lotions use plant extracts, enhanced by science to immediately relieve its visible problems. Using protectors, organizers, nourishers, normalizers or replacements derived from nature and enhanced by science, Origins Creams and Lotions instantly encourage skin to look and feel healthier.

Many of the natural elements in Origins Creams and Lotions are enhanced by science.

While essential oils readily penetrate skin, other complex ingredients aren't as efficient. Your skin can only accept a certain amount of them at a time.

Origins' targeted delivery system allows your skin to accept all the beneficial materials—slowly as needed.



ORIGINS

Origins Skin Care is different in other ways.

Origins accomplishes what your skin needs most in each Skin Care Pair. For instance, because all skin needs firming, Origins Creams and Lotions include firming ingredients. All skin needs gentle care so every formula contains special skin soothers and caretakers. All skin, even skin that acts oily, needs hydrating. Every Cream and Lotion contains moisture binders. And since all skin is assaulted by its environment, every Cream and Lotion neutralizes free radicals.

Origins Specialists—use them only when, only if, only as long as they are needed. Every so often, a situation crops up that's out of the realm of everyday care...a situation that calls for some more specific attention. That's where Origins Specialists come in. With the help of nature's shine-stoppers, line chasers, pore purifiers and many other natural specialists, activated by science, they resolve a very specific problem in a fixed period of time. Once the problem is solved, they've done their job!

Origins takes a refreshing approach to cleaning skin. Origins natural cleansing experts—there are 4 in all—deliver pure cleansing, pure pleasure. They clean in one step without a trace of residue—smell and feel wonderful. Leave skin purified, breathing freely, perfectly comfortable. Origins Guides are at the counter to help the customer make the best choice for her specific needs.



Origins formulas smell unusual. The instant you open an Origins product you are aware of what may seem like a different smell. What you are sensing is not fragrance, but a combination of pure, natural plant materials—roots, stems, bark, fruit—parts you don't ordinarily smell. They are not additives or masking ingredients that are included for a fragrant appearance. Each of them has a distinct aroma and function. Enjoy them as you would a field of flowers or herbs.

Origins uses plant infusions in place of water.

In general, cosmetic formulas add 30% to 80% water, an essentially non-functioning ingredient. Besides essential oils, plants have other beneficial materials which are soluble in water. They can be hydrating, calming, soothing or astringent. Origins uses these infusions instead of water to complement the action of the essential oils and extracts.



ORIGINS

Origins Color Fields

The goal of Origins Color Fields is to help women achieve their most natural look.

Origins accomplishes this by respecting what is right about a woman's face, rather than what is wrong and by using shades derived from nature and tones that flatter skin.

Origins has divided makeup into three Color Fields based on the three most universal skin undertones:

Ivory to Pink—Skin with blue or cool undertones.

Beige to Tan—Skin with warm or golden undertones or an olive complexion.

Peach to Russet—Skin with peach undertones or a rich tawny complexion.

Origins believes that strong makeup colors violate and alter nature's beauty unnecessarily.

Origins Color Fields respect and flatter a woman's natural coloring...minus the unnatural, the artificial, the glitzy textures and raucous shades. And the lightness of hand in each formula assures successful application—so the visual take-away is an awareness of good skin...not good makeup.

Origins Color Fields are organized by color, rather than by product. This makes creating a natural look easy because all blush, lipstick, lip pencil, lip gloss and eye shadows in that Color Field work together in a harmonious way. Origins also has accent eye shadow shades, derived from nature's colors, that work with all three Color Fields. The customer simply determines her Color Field, with Origins' guidance, then chooses the shades she likes.

And, as with the rest of the Origins line, Origins color products contain no animal derivatives and have never been animal tested.



ORIGINS

Origins Sensory Therapy

Origins takes aromatherapy beyond the sense of smell to include the sense of touch and coined the phrase "Sensory Therapy" to describe this expanded version of aromatherapy. Origins believes that Sensory Therapy may be one of the biggest new sources of interest in cosmetics in this decade.

By studying ancient ways, Origins learned which essential oils can relax, revive, stimulate or subdue the body. Origins carefully selects and extracts these pure, natural essential oils at the height of their maturity and balances their many complex components according to specific functions. Then using the most advanced, yet ancient channels of delivery, your senses of smell and touch, Origins delivers the potent powers of nature's calmers, energizers, tension relievers to your body to enhance its physical and emotional senses of well-being.

Origins offers four sensory therapy formulas that correspond to specific conditions. Each is available in two forms: Oils for bathing and Gels for on-the-spot treatment. Origins also offers a fifth sensory therapist for mind-clearing called "Peace of Mind." All of them smell deliciously natural, feel soft and soothing on the skin...promote a sense of total well-being.



Origins Originals

Origins Originals are a pleasure trove of gift ideas created by Origins for pure enjoyment of use as well as communicating a sensitive and responsible environmental message. Origins gifts, where applicable, are made of recycled paper and created to be recycled again.

Each Original tells a special design story using nature's own materials. Each is a gift with a purpose, an alliance between nature and beauty.

Origins Resource Center

Origins combed the realm of books and selected the best of those that talk to overall well-being, the beauty of nature and the environment. We even have a coloring book for children called Mr. Rumples Recycles that teaches them the importance of recycling.



Origins Commitment: Preservation of Earth, Animal, Environment. Origins products contain no animal-derived ingredients, never have been, nor ever will be tested on animals. Origins packages and shipping materials are made of recycled papers. And we have a unique program at every Origins location called Origins-Empties, which helps customers in doubt find a way to recycle our packaging.

Origins covers every aspect of beauty to bring the body, skin and senses to a state of total well-being.



CAPTION SHEET

0816 — Origins Skin Care

0817 — Origins Color

0818 — Origins Color: Eyeshadows
Brush-on Colors
Pressed Powders

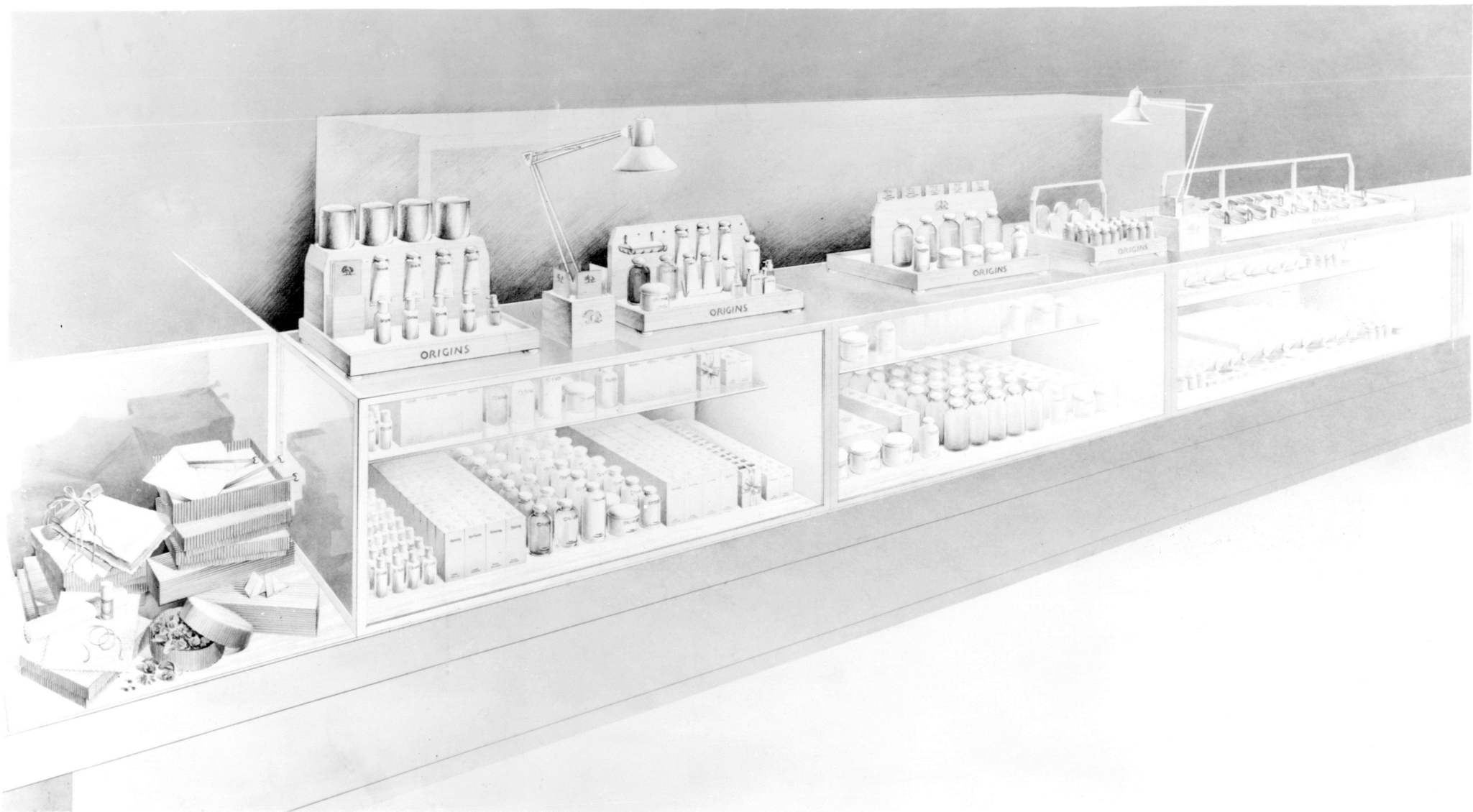
0819 — Origins Pressed Powder Compact

0820 — Origins Originals

0821 — Origins Sensory Therapy

0822 — Origins Specialists

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212-572-4423



Rendering of Origins Counter

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212-572-4423



ORIGINS

PRODUCT MENU

SKIN CARE

Mending Solution	5.4 oz	15.50
Time Mender	1.85 oz	20.00
Drenching Solution	5.4 oz	15.50
Steady Drencher	1.85 oz	20.00
Comforting Solution	5.4 oz	15.50
Constant Comforter	1.85 oz	20.00
Managing Solution	5.4 oz	15.50
Oil Manager	1.9 oz	20.00
Tuning Solution	5.4 oz	15.50
Fine Tuner	1.9 oz	20.00

SPECIALISTS

Liquid Crystal	5.9 oz	12.50
Pure Cream	3.15 oz	8.50
Pure Cream	5.8 oz	12.50
Mint Wash	5.9 oz	12.50
Cream Bar with Dish	5 oz	12.50
Cream Bar	5 oz	8.50
Swept Away	3.15 oz	15.00
Swept Clean	3.15 oz	15.00
Clear Improvement	2 oz	15.00
Zero Oil	.64 oz	10.00
Starting Over	1 oz	20.00
Urgent Moisture	2 oz	25.00
Handle with Care	2 oz	12.00
Precipitation	8 oz	20.00
Well Off	3.9 oz	10.00
No Puffery	.64 oz	20.00
Line Chaser	.5 oz	25.00

COLOR

Natural Color Matte Makeup	16.00
Natural Color Moisture Makeup	16.00
Pressed Powder	17.50
Loose Powder	17.50
Concealer	10.00
Eye Shadow	12.50
Mascara	10.00
Underwear for Lashes	10.00
Brow Fix	10.00
Eye Pencil	9.00
Brow Pencil	9.00
Brush-on Color	15.00
Lip Color	10.00
Lip Gloss	8.50
Lip Pencil	9.00

SENSORY THERAPY

Energy Boost (oil)	1.8 oz	17.50
Energy Boost (gel)	2 oz	15.00
Sleep Time (oil)	1.8 oz	17.50
Sleep Time (gel)	2 oz	15.00
Stress Buffer (oil)	1.8 oz	17.50
Stress Buffer (gel)	2 oz	15.00
Muscle Easing (oil)	1.8 oz	17.50
Muscle Easing (gel)	2 oz	15.00
Peace of Mind	5 oz	10.00

ORIGINALS

Skin Care Squares	6.50
Primers	6.50
Botanical Gardens	40.00
Clean Sheets	25.00
Clean Air	20.00
Paper Whites	17.50
Nap Sack	40.00
Secret Treasures	30.00
Season's Greenings	20.00

August 1991
For Immediate Release

Origins Natural Resources Inc.

Commencing in April 1991, Origins Natural Resources Inc. began expanding distribution beyond its original ten city base to include openings in Dallas, Houston, Chicago, Anchorage, Boston, Minneapolis, Sacramento as well as additional stores in cities where Origins is currently available. This will bring the number of Origins doors to 50 by the fall of 1991. Origins initially premiered in Bergdorf Goodman in New York and selected Nordstrom stores around the country.

Origins was introduced in August 1990 in keeping with the Estee Lauder company custom of launching a major new cosmetics company every ten years. Origins joined the constellation of Estee Lauder, Aramis, Clinique and Prescriptives as a self-contained entity with a specific consumer focus. Origins embraces the needs of the customer interested in environmentally-responsible products and natural solutions. The line currently features skin care, body care, sensory therapy (which expands aromatherapy beyond the sense of smell to include the sense of touch), makeup and a collection of accessories called "Originals" for a total of 155 items (including shade items). Suggested retail prices for skin care, makeup and sensory therapy products range between \$8.50 and \$25.00.



Headed by William Lauder, who serves as Vice President/General Manager, Origins also signifies the official entry of the third generation of the Lauder family in a major administrative position. Grandson of Estee and Joseph Lauder, elder son of Leonard and Evelyn Lauder, William Lauder has a background that includes retail experience with Macy's as well as sales and marketing roles with the Clinique and Prescriptives brands.

Origins was in intensive development for over six and a half years prior to its launch and guided throughout by Joseph Gubernick, recently named Senior Vice President, Research & Development, Estee Lauder Companies. It takes into the Nineties and beyond the Estee Lauder Corporation's determination to find and exercise new devices to formulate, package and package and ship products in innovative, earth-preserving ways. Origins uses no animal derived materials and, like other Estee Lauder Companies today, it is committed to a policy of no-animal testing. Recycled paper, recyclable packaging and shipping materials will be standard Origins practices.

To further fulfill Origins focus on the future, in December 1990, William Lauder announced the selection of a site for Origins first free-standing store to be located in the heart of Harvard Square in Cambridge, Massachusetts. The store will allow Origins to maximize its unique vision in a new environment. It will enable Origins to broaden its product offerings beyond skin care, color and sensory therapy, into the realm of total well-being -- in every way possible as no one else can.

Public Relations
Origins Natural Resources
767 Fifth Avenue
New York, NY 10153
(212) 572-4423

WILLIAM P. LAUDER

VICE PRESIDENT/GENERAL MANAGER OF ORIGINS NATURAL RESOURCES INC.

In August 1990, Leonard A. Lauder, President and CEO, Estee Lauder Companies, announced the appointment of William P. Lauder as Vice President/General Manager of Origins Natural Resources Inc.

Six and a half years of research and development have gone into the creation of Origins, a new concept including skin care, color and sensory therapy which was launched in the fall of 1990, as the newest division within the Estee Lauder group of companies.

William Lauder moved to his new post after a two-year tour of duty with Prescriptives, where he most recently was Eastern Field Sales Manager. He joined Estee Lauder Companies in 1986 as Regional Marketing Director of Clinique U.S.A. Prior to that, he advanced through Macy's executive training program in New York City and became Associate Merchandising Manager of the New York Division/Dallas store at the time of its opening in September of 1985.

A graduate of the Wharton School of the University of Pennsylvania in 1983, William Lauder also studied at the University of Grenoble in France. He is on the Board of Directors of The Fashion Institute of Technology in New York City.

Public Relations
Origins Natural Resources Inc.
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ORIGINS

I am thrilled that you've been able to take time out of your busy schedule to learn about Origins.

The concept for Origins began over seven years ago when we decided to take a long, hard look at what was ahead of us as the 21st century approached. The time seemed right to relate cosmetics to the issues that would affect us in the future.

And so, Origins was born with a very simple idea behind it. Origins believes that beauty involves a sense of total well-being...seeking a healthy lifestyle and a more harmonious relationship with nature and the world around us. This thinking naturally demanded that we look at cosmetics quite differently.

To begin with, our formulas draw on the best of two traditions. We studied the ancient wisdom of nature's remedies and married it with the most advanced scientific research and experience afforded to us as an Estée Lauder company.

And, to fulfill our promise to the future, Origins uses recyclable materials whenever possible...and will continue to search for ways to recycle. In addition, Origins is committed to a policy of no animal testing and using no animal-derived materials (even in making our brushes), no aerosols, no alcohol, no fragrance and no added color in skin care products.

But, beyond these issues, we wanted to reach women in a more sympathetic way. Central to Origins is a respect for the consumer, her pocketbook, her desire for information and most of all, her intelligence. We don't claim to have all the answers; we offer realistic expectations.

Our commitment to honesty and respect for our consumer is reflected in every form of Origins communication...from the language on our packaging and point-of-purchase literature...to the way we work with her at the counter. We offer our customer guidance, encourage her to have confidence in her own judgment. Our Guides will help her identify how her skin acts, determine what colors she feels most comfortable wearing, what will satisfy her needs today and what may change tomorrow.

Origins is currently available in select specialty stores around the country. We hope that you will join us in our enthusiasm for this exciting project.

Sincerely,

William Lauder



ORIGINS

July 29, 1991

RECEIVED
CITY CLERK
1991 AUG -5 PM 3:31
CAMBRIDGE MA.

Mr. Joseph Connarton
City Clerk
CAMBRIDGE CITY HALL
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Mr. Connarton,

On Monday, September 16th, Origins Natural Resources, the fifth of the Estee Lauder Companies, will be opening its first free-standing store in the United States in Cambridge, Massachusetts. To celebrate the event, we will be inviting both local and national press as well community figures and Lauder family friends to a Launch celebration and "unveiling" of the store, located at 8 Brattle Street, on the corner of Brattle and Palmer Avenue.

After unveiling the exterior of the store, which will be wrapped in craft paper, we will invite of all the guests inside. To handle the exterior unveiling in the most orderly way, we are asking for permission to block off Palmer Avenue from the hours from 10:30am to 1:00pm on September 16th. This will allow for enough room for the unveiling to occur comfortably, avoiding confusion for both guests and pedestrians.

I have enclosed a general press kit on Origins as well as a special kit on the Origins Store, so that you can understand what we are about and understand the importance of the store to us. We are very excited for the Store opening and are especially thrilled to be launching in Cambridge.

In addition, we would certainly hope that you are able to attend our launch event. A more formal invitation will follow, but please keep the date in mind.

In the meantime, I would appreciate your contacting us regarding the above request. If you have any questions, please do not hesitate to call. I can be reached directly at (212) 572-4423. Thank you.

Sincerely,

Tina Morris
Director,
Public Relations

cc: R. McGreevy

Comm. #55

W-114

Referred to the
City Manager
with power.
Copy sent to City
mgr. 8/9/91 @