

VERLA INTERNATIONAL LTD.

Headquarters:

Verla International Ltd.

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Founded: 1979

Key Personnel:

Mario Maffei, President

Robert R. Roth, Vice President

Company Description:

At VERLA International we have the experience and resources to turn your ideas into profits. Whether your cosmetics are part of your established product line, or a new addition, we will guide you through the development, manufacturing, and distribution processes. Our Research and Development Laboratory, Color and Trend Analysts, Designers, and Distribution Specialists are ready to service your needs.

Our marketing team provides trend and color-forecasting services for pre-teen, teen, mass market, specialty clothing apparel stores, designer, and department store lines. We work with you and your objectives to design a program from concept, to color, and component selection to meet your individual market goal.

As an integral part of the cosmetics industry, VERLA International, has assisted in the development and launching of thousands of products, and had a part in distributing millions of items to satisfied customers. We are large enough to handle any size project yet small enough to give our customers the individual attention they need. We are a trusted and highly regarded solution provider to some of the world's more prestigious labels in the cosmetics industry.

As a major player in the cosmetic industry, Verla International offers quality products at affordable prices. Verla is the largest filler of nail enamel in the world with a capacity of over one million bottles per day. We provide complete turnkey services to our domestic and International clients. We are located in upstate New York within a 50-mile drive from Manhattan, a short distance from West Point Military Academy. The company owns 50 acres, which are constantly being developed as the needs of the business grow and has just finished yet another building within its complex. Verla's facilities total 300,000 square feet for manufacturing, filling and warehousing. Based in New Windsor, NY with immediate access to Route 84 and Route 87 – a prime shipping location.

New Products/Technologies:

Verla's professional Cosmetic Chemists and Chemical Engineers continually research and create new concepts, colors and applications as well as upgrading conventional cosmetic formulations.

Verla's Engineering Department supports the marketing and product development department by creating innovative filling concepts and designs, such as Swirling, Horizontal Layers, Vertical Stripes, Zig Zag Designs, Laser Technology, Metallic & Pearlized Over Spray, Marbleizing, Mosaic Designs and Multicolor filling

Major Markets:

Verla's distinguished customer list consists of prestigious well advertised brands as well as the popular priced brand names. Verla's products and services are offered worldwide and Verla has the expertise to handle your import and export requirements. Both domestic and internationally, Verla provides the highest standard of attentive service to specialty chains, mass drug, sophisticated department stores, trendy designer lines, direct sales, professional beauty, TV/Electronic retailers, and boutiques with a product range from pre-teen to teen, and budget lines to the most prestigious. Verla also offers the service of receiving orders directly from customer/chain stores via EDI and drop ships to thousands of stores on a daily basis.

Major Products:

Nail Polish

Hot Pours-Eye, Lip, Face

Light Diffusing Highlighter Sticks

Eyeliner-Liquid, Pencil

Foundations

Lip Gloss-Wand & Hot Pour

Perfumes & Fragrances

Lipsticks

Cream to Powder Formulas

Cream Eye Shadow

Mascara

Body Shimmers-Powder, Gel

Shimmer Powders

Creams, Lotions &

Bath Products

Specialized Services:

Verla created a specialized division, which does not exist elsewhere in this industry, in order to put more emphasis on the development of promotions and new lines. This is a separate building totally dedicated to development and creation of formulas & shades, packaging concepts, component designs, and trend and color forecasting. A place where a packaging development, marketing, and/or creative person can walk in and pick/design packaging components, formulas & shades concepts and create from start to finish new and innovative items anytime they want. The only problem is that we can never "get them to leave," because they are having so much fun.

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