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FOR IMMEDIATE RELEASE

JAFRA NAMES PAULO MOLEDO PRESIDENT, JAFRA USA

Los Angeles, CA - May 22, 2014 - JAFRA Cosmetics International, Inc. is pleased to announce Paulo Moledo as President, JAFRA USA. In this new role, Paulo will lead the overall management and direction of JAFRA's US market and will also join JAFRA's global Management Board and Executive Committee, reporting directly to Mauro Schnaidman, President and CEO. As a seasoned global executive, Paulo's vast experience has spanned various areas and industries, including extensive experience in direct selling.

"Paulo's experience, expertise and passion for direct selling will be instrumental in bringing JAFRA to the next level in the US market," said Mauro Schnaidman, President and CEO, JAFRA Cosmetics International. "With his exceptional track record for helping well-known brands grow, I am confident that Paulo will play a crucial role in leading the overall growth strategy for the company, which will allow JAFRA to continue to transform the lives of women in the US and across the globe. The US market is one of the biggest opportunities for JAFRA and I am thrilled to have Paulo at the helm."

Prior to joining JAFRA, Paulo held the position of General Manager at Avon Mexico and Argentina, where he had direct responsibility for sales, marketing, supply chain, finance and communications. Paulo's résumé boasts achievements in high growth attainment, operating margin expansion and significant working capital improvements. In addition to working for Avon, Paulo held positions at other notable companies such as Ford Motor Company, Revlon, and AOL.

"I am thrilled to be joining JAFRA and look forward to the exciting road ahead," says Paulo. "It is a company with an outstanding portfolio of products, and most notably its incredible opportunity for women. My goal is to drive the business by focusing on this one-of-a-kind opportunity, encouraging more and more women across the country to join JAFRA."



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Paulo holds a Bachelor's Degree in Economics from MacKenzie University in Brazil, and an MBA in International Business from the University of Miami. Paulo is fluent in English, Spanish and Portuguese.

About JAFRA Cosmetics International, Inc.

JAFRA Cosmetics International, Inc. was founded in Malibu, California in 1956 by Jan and Frank Day with the vision of providing women with world class products and business opportunities. In 2004, the privately-held JAFRA joined the Vorwerk Group, a German-based, multi-billion dollar international direct sales company, represented in over 60 countries worldwide.

JAFRA's 550,000 worldwide Independent Consultants make it one of the world's largest producers of cosmetics today. With annual sales in excess of half a billion U.S. dollars, JAFRA has a worldwide product portfolio that encompasses skin and body care as well as spa products, color cosmetics and fragrances, which JAFRA produces using high-quality natural ingredients and state-of-the-art manufacturing facilities. JAFRA products are manufactured in a new \$30 million manufacturing facility in Queretaro, Mexico. JAFRA products are sold globally in 18 countries including Latin America, North America, Europe and Asia. For more information, please visit www.JAFRAUSA.com.

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MEDIA CONTACT:

Austin Jacobson
(805) 449-3128
austin_jacobon@jafra.com
www.jafrausa.com
www.facebook.com/jafrausa