



April 9, 2008

Dear BE Addicts,

On behalf of everyone at Direct Relief International, thank you so much for everything you have done to make the world not just a more beautiful place, but a *healthier* one as well. We are truly humbled and honored that you chose us to benefit from the sale of Rebirth eyecolor.

From what we hear from Bare Escentuals, Rebirth is selling out at boutiques nationwide. You should know that the substantial funds being raised and partially matched by BE CEO Leslie Blodgett will be used 100 percent to fund our programs, and will be highly leveraged to provide the most help for the greatest amount of people. For every dollar that we spend, we are able to send out approximately \$22 worth of specifically requested medical material aid.

The major beneficiaries of this aid will be women and their children. Whether here in the United States or in developing countries, they are hit hardest by poverty, natural disasters, and civil unrest. Direct Relief is honored to work with over 130 partners worldwide who focus on improving health care access and services for women and children including prenatal care, safe delivery, care for low-birthweight babies, and access to basic medicines, supplies, and nutritional support for newborns and their mothers.

Again, thank you so much for everything you've done and your enthusiasm for making a difference. We wish we could be down there in New Orleans with you in person, but we certainly are in spirit. *Laissez les bon temps rouler!*

Warm Regards,

Thomas Tighe  
President and CEO