

Mineral Fusion Cosmetics and Depth Bath & Body Join Forces

---North Castle Partners with Industry Veterans---

North Castle Partners, a private equity firm deeply rooted in the natural products industry, in partnership with gloProfessional, a North Castle portfolio company, and key former members of management from Avalon Organics, a prior North Castle portfolio company, have formed a new company representing a union between Depth Bath & Body Care and Mineral Fusion. The new entity will be called Mineral Fusion Natural Brands LLC.

Mineral Fusion, the leading all-natural mineral-based cosmetics line, features elements from the earth that create a colorful palette enhancing one's own natural beauty. The brand features ingredients that are pharmaceutical-grade, free of parabens, chemical dyes and perfumes, making them healthy and effective for all skin types.

Depth, founded by husband and wife marine biologists, offers a range of natural hair and body care products that feature the exceptional skin hydrating benefits of marine botanicals. In keeping with the founders' commitment to protecting sea life, Depth enjoys a close relationship with Camp SEA Lab, a not-for-profit camp that provides underserved children with authentic marine experiences.

The newly formed company, Mineral Fusion Natural Brands, is managed by veterans of the natural body care and cosmetics industry, including Thomas Brown as President, Tim Schaeffer as Senior VP of Marketing, Justin Miloro as National Director of Sales, Robin McGee as VP of Marketing - Mineral Fusion, Morris Shriftman as Senior Director of Vision, and Gil Pritchard as Chairman of the Board.

"The goal of Mineral Fusion Natural Brands is to provide superior natural personal care products by being an industry leader in sales, innovation, quality, and value while carrying out the principles of sustainability. We intend to amplify the great work that has been done with Mineral Fusion and Depth, and delight a growing number of our consumers by accentuating the healthful benefits of both brands." said Thomas Brown.

"North Castle is excited to once again partner with many former members of the Avalon Organics team, in conjunction with glo management, to grow a truly innovative, high quality, and ethics-driven natural products company," said Lou Marinaccio, a North Castle Managing Director.

Mineral Fusion and Depth brands are sold at Whole Foods Markets and select retailers of quality natural personal care products.

About North Castle Partners

North Castle Partners is a leading private equity firm focused exclusively on investments in consumer-driven product and service businesses that benefit from "Healthy Living and Aging" trends. North Castle is a hands-on, value-added investor in high-growth, middle market companies in the (i) aesthetics and personal care, (ii) consumer health, (iii) fitness and recreation, (iv) home and leisure and (v) nutrition industries.

North Castle's current portfolio includes such well-known brands as Atkins Nutritionals, gloProfessional, Red Door Spas, Performance Bicycle, Cascade Helmets and Octane Fitness. Prior portfolio company holdings include Equinox Fitness, EAS, CRC Health Group, Doctor's Dermatologic Formula, Naked Juice Company and Avalon Natural Products.

North Castle is led by a seasoned investment team including 15 proactive operating advisors who bring a wide range of operational and investment capabilities as well as an extensive knowledge base and network. The strength of the North Castle team, combined with our focus and network, provides significant competitive advantages in building world-class companies. North Castle is headquartered in Greenwich, CT. For more information, visit www.northcastlepartners.com.