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ARTICLES OF AMENDMENT TO THE ARTICLES OF INCORPORATION of ST. IVES, INC. (a Florida corporation)

Pursuant to Sections 607.1001, 607.1003, and 607.1006 of the Florida Statutes, ST. IVES, INC., a Florida corporation (the "Corporation"), hereby adopts the following Articles of Amendment to its Articles of Incorporation:

The name of the corporation is ST. IVES, INC. 1.

The first article of the Corporation's Articles of Incorporation is hereby 2. amended in its entirety as follows:

FIRST. The name of the corporation is ST IVES INC HOLLYWOOD.

The aforesaid Amendment to the Articles of Incorporation of ST. IVES, INC., 3. was adopted and approved at a joint meeting of the directors and sole shareholder of the Corporation on the <u>14</u> day of <u>Otocmber</u>, 1999, by the unanimous vote of the directors and all votes of the shares of stock of the Corporation being voted in favor of such Amendment. Such votes were sufficient for approval of this Amendment.

IN WITNESS WHEREOF, the undersigned Corporation has caused this Articles of Amendment to the Articles of Incorporation to be signed by its duly authorized officer as of this <u>14</u> day of December, 1999.

ST. IVES, INC., a Florida corporation

By: Wayne R. Angstrom, President