

Loria Beauty, Inc.
2915 N. 34th Terrace
Hollywood, FL 33021

P000000094022

September 29, 2000

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-10/03/00-01035-021
*****122.50 *****78.75

State of Florida
Department of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

FILED
00 OCT -3 AM 10:22
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Gentlemen:

Enclosed please find the Articles of Incorporation for Loria Beauty, Inc. and a check for the amount of \$122.50 to cover the filing of these articles.

Very truly yours,

Laura Adler

Laura Adler

AB 10-5

**ARTICLES OF INCORPORATION
OF
Loria Beauty, Inc.**

The undersigned, acting as incorporator of Loria Beauty, Inc. under the Florida Business Corporation Act, adopts the following articles of incorporation.

ARTICLE I - NAME

The name of the corporation is:

Loria Beauty, Inc.

ARTICLE II - ADDRESS

The mailing address of the corporation is:

2915 N. 34th Terrace
Hollywood, FL 33021

ARTICLE III - COMMENCEMENT OF EXISTENCE

The existence of the corporation will commence on the date of filing these articles of incorporation.

ARTICLE IV - PURPOSE

The corporation is organized for the purpose of transacting any and all lawful business permitted under the laws of the United States and the State of Florida.

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ARTICLE V - AUTHORIZED SHARES

The maximum number of shares that the corporation is authorized to have outstanding at any time is 1,000 shares of common stock having a par value of \$1 per share.

ARTICLE VI - INITIAL REGISTERED OFFICE AND AGENT

The street address of the initial registered office of the corporation is 2915 N. 34th Terrace, Hollywood, FL 33021 and the name of the corporation's initial registered agent at that address is Laura Adler.

ARTICLE VII - INITIAL BOARD OF DIRECTORS

The corporation shall have one director initially. The number of directors may either be increased or diminished from time to time as provided in the bylaws, but never be less than one. The name and address of the initial director are:

NAME	ADDRESS
Laura Adler	2915 N. 34th Terrace Hollywood, FL 33021

ARTICLE VIII - INCORPORATOR

The name and address of the incorporator are:

NAME	ADDRESS
Laura Adler	2915 N. 34th Terrace Hollywood, FL 33021

ARTICLE IX - BYLAWS

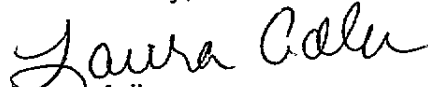
The power to adopt, alter, amend or repeal bylaws shall be vested in the board of directors and the shareholders, except that the board of directors may not amend or repeal any bylaw adopted by the shareholders which specifically provides that the bylaw is not subject to amendment or repeal by the directors.

ARTICLE X - AMENDMENTS

The corporation reserves the right to amend, alter, change, or repeal any provision in these articles of incorporation in the manner prescribed by law, and all rights conferred on shareholders are subject to this reservation.

The undersigned incorporator, for the purpose of forming a corporation under the laws of the State of Florida, has executed these articles of incorporation this 29 day of September, 2000.

Loria Beauty, Inc.


Laura Adler
Incorporator

STATE OF FLORIDA)
)
COUNTY OF BROWARD)

ss:

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Before me, a notary public authorized to take acknowledgment in the state and county set forth above, personally appeared Laura Adler known to me and known by me to be the person who executed the foregoing articles of incorporation, and he/she acknowledged before me that he/she executed the articles of incorporation.

In witness whereof, I have hereto set my hand and seal in the state and county aforesaid this 29 day of September, 2000.

Patricia Miller
Notary Public



ACKNOWLEDGMENT:

Having been named to accept service of process for the corporation named above, at the place designated in this certificate, I agree to act in that capacity, to comply with the provisions of the Florida Business Corporation Act, and am familiar with and accept the obligations of the position.

Laura Adler
Laura Adler