

**Electronic Articles of Incorporation
For**

**P05000077938
FILED
May 27, 2005
Sec. Of State
thampton**

THE BEAUTY EFFECT, CORP.

The undersigned incorporator, for the purpose of forming a Florida profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

THE BEAUTY EFFECT, CORP.

Article II

The principal place of business address:

19390 COLLINS AVE
1423
SUNNY ISLES BEACH, FL. 33160

The mailing address of the corporation is:

19390 COLLINS AVE
1423
SUNNY ISLES BEACH, FL. 33160

Article III

The purpose for which this corporation is organized is:

ANY AND ALL LAWFUL BUSINESS.

Article IV

The number of shares the corporation is authorized to issue is:

100

Article V

The name and Florida street address of the registered agent is:

ALEX SORSHER
2500-1 N STATE ROAD 7
HOLLYWOOD, FL. 33021

I certify that I am familiar with and accept the responsibilities of registered agent.

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Registered Agent Signature: ALEX SORSHER

Article VI

The name and address of the incorporator is:

GUY GERBY
19390 COLLINS AVE STE 1423
SUNNY ISLES BEACH, FL 33160

Incorporator Signature: GUY GERBY

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
GUY GERBY
19390 COLLINS AVE STE 1423
SUNNY ISLES BEACH, FL. 33160

Article VIII

The effective date for this corporation shall be:

05/27/2005