

**Electronic Articles of Incorporation
For**

P12000015919
FILED
February 15, 2012
Sec. Of State
jshivers

LR INNOVATION AND BEAUTY, 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:

LR INNOVATION AND BEAUTY, CORP

Article II

The principal place of business address:

101 OCEAN DRIVE
MIAMI BEACH, FL. 33139

The mailing address of the corporation is:

101 OCEAN DRIVE
MIAMI BEACH, FL. 33139

Article III

The purpose for which this corporation is organized is:

PROFESSIONAL SERVICES

Article IV

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

1000

Article V

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

LEONARDO S RAIMONDO
101 OCEAN DRIVE
MIAMI BEACH, FL. 33139

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

Registered Agent Signature: LEONARDO S. RAIMONDO

Article VI

The name and address of the incorporator is:

CARLOS E. PORRAS
169 EAST FLAGLER STREET
800
MIAMI, FL 33131

Electronic Signature of Incorporator: CARLOS E. PORRAS

I am the incorporator submitting these Articles of Incorporation and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of this corporation and every year thereafter to maintain "active" status.

Article VII

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

Title: P
LEONARDO S RAIMONDO
101 OCEAN DRIVE
MIAMI BEACH, FL. 33139

Title: VP
MARGER SEALEY
101 OCEAN DRIVE
MIAMI BEACH, FL. 33131

Article VIII

The effective date for this corporation shall be:

02/08/2012