

P95000163

January 18, 1995

Secretary of State
Division of Corporations
P. O. Box 6327
Tallahassee, Fl. 32314

100001416341
-02/27/95--01078--004
*****70.00 *****70.00

RE: SIMPLY BEAUTIFUL, INC.

To Whom It May Concern:

Enclosed please find an original and one copy of the Articles of Incorporation for SIMPLY BEAUTIFUL, INC. Also enclosed is our check for (\$70.00) seventy dollars to cover the filing fee costs.

Please return one copy and the completed paper work to our office at 1202 Monte Lake Dr., Valrico, Fl. 33594.

If you have any questions regarding the same, do not hesitate to call us at (813) 653-1968.

Respectively Submitted,



Ken Keith
Vice President, Keith Associates

FILED
95 FEB 27 PM 3:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

EFFECTIVE DATE
Feb 21 1995

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2.27

FILED
95 FEB 27 PM 3:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

ARTICLES OF INCORPORATION
OF
SIMPLY BEAUTIFUL, INC.

ARTICLE I

NAME

The name of this corporation is SIMPLY BEAUTIFUL, INC. and its place of business is 5807 S. DALE MABRY HWY., Tampa, Fl. 33611.

ARTICLE II

DURATION: EFFECTIVE DATE

This corporation shall exist perpetually, commencing as of the date of execution of these Articles of Incorporation, or date of receipt by the Secretary of State, whichever is earlier.

ARTICLE III

PURPOSE

This corporation may engage in any activity or business permitted under the laws of the United States of America and of this State.

ARTICLE IV

CAPITAL STOCK

This corporation is authorized to issue Thirty Thousand (30,000) shares of One Cent (0.01) par value common stock.

ARTICLE V

REGISTERED OFFICE AND REGISTERED AGENT

The name of the initial Registered Agent of this corporation and the street address of the initial Registered Office are as follows:

JOSEPH R. FOSTER
5807 S. DALE MABRY HWY.
TAMPA, FL. 33611

EFFECTIVE DATE
Feb 21, 95

ARTICLE VI

INITIAL BOARD OF DIRECTORS

This corporation shall have one (1) director initially. The number of directors may be either increased or decreased from time to time as provided in the Bylaws, but shall never be less than one (1). The name and address of the director of this corporation is:

JOSEPH R. FOSTER
5807 S. DALE MABRY HWY.
TAMPA, FL. 33611

ARTICLE VII
INCORPORATOR

The name and address of the person signing these Articles of Incorporation is:

JOSEPH R. FOSTER
5807 S. DALE MABRY HWY.
TAMPA, FL. 33611

ARTICLE VIII

AMENDMENT

This corporation reserves the right to amend or repeal any provisions contained in these Articles of Incorporation, or any amendment hereto, and any right conferred upon the shareholders is subject to this reservation.

ARTICLE IX

BYLAWS

The initial Bylaws shall be adopted by the Board of Directors. The power to alter, amend or repeal the Bylaws or adopt new Bylaws is vested in the Board of Directors, subject to repeal or change by action of the shareholders.

ARTICLE X

INFORMAL SHAREHOLDER ACTION

The holders of not less than a majority of the issued and outstanding shares of the voting stock of the corporation may act by written agreement without a meeting, as provided in Florida Statutes 607.394 and the Bylaws.

ARTICLE XI

PREEMPTIVE RIGHTS

Each shareholder of this corporation shall have the first right to purchase shares (and securities convertible into shares) of any class, kind or series of stock in this corporation that may from time to time be issued (whether or not presently authorized), including shares from the treasury of this corporation, in the ratio that the number of shares he holds at the time of issue bears to the total number of shares outstanding exclusive of the treasury shares. This right shall be deemed waived by any shareholder who does not exercise it and pay for the share preempted within thirty (30) days of receipt of a notice in writing from the corporation stating the prices, terms and conditions of the issue of shares and inviting him to exercise his preemptive rights. This right may also be waived by affirmative written waiver submitted by the shareholder to the corporation within thirty (30) days of the receipt of notice from the corporation.

ARTICLE XII

INDEMNIFICATION

The corporation shall indemnify any officer or director, or any former officer director, to the full extent permitted by law.

ARTICLE XIII

In any selection of directors by the shareholders, each shareholder of record entitled to vote shall have the right to cumulate his shares and to give one candidate as many votes as shall equal the number of directors to be elected multiplied by the number of shares owned by each shareholder, or to distribute them on the same principle among as many candidates as he sees fit; provided however, that the notice shall be given by any shareholder to the President or Vice President of the Corporation not less than twenty four (24) hours before the time fixed for the holding of the meeting for the election of directors that he intends to accumulate his votes at such election. This right to vote cumulatively shall not be further restricted or qualified by any provision in the Bylaws of this corporation.

ARTICLE XIV

LONG - TERM EMPLOYMENT CONTRACT

The Board of Directors may authorize the corporation to enter into employment contracts with any executive officer for periods longer than one year, and any charter or Bylaw provision for annual election shall be without prejudice to the contract rights, if any, of the executive officer under the contract.

FILED
95 FEB 27 PM 3:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

IN WITNESS WHEREOF, the undersigned executes these Articles of
Incorporation this 21st day of FEBRUARY, 1995.

Joseph R. Fort
INCORPORATOR

STATE OF FLORIDA

COUNTY OF HILLSBOROUGH

The foregoing Articles of Incorporation were sworn to and acknowledged
before me this 21 day of Feb, 1995,
by JOSEPH FORT, who is personally known to me or
who has produced ADULT ID as identification and who
did (did not) take an oath.

[Signature]
NOTARY PUBLIC, STATE OF FLORIDA
My Commission Expires: 12.30.95

OFFICIAL NOTARY SEAL
BARBARA L. CAVAGE
NOTARY PUBLIC STATE OF FLORIDA
COMMISSION NO. 0041634
MY COMMISSION EXP. DEC. 30, 1995

ACCEPTANCE AND ACKNOWLEDGMENT

I hereby accept and act as Registered Agent, and agree to comply with
the provisions of all statutes relative to the proper and complete
performance of my duties and am familiar with and accept the
obligations of Florida Statute 607.325.

Joseph R. Fort
Registered Agent