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TODD EDWARD BERGER
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LAW OFFICES
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810 62ND AVENUE, N.W.
ST. PETERSBURG, FLORIDA 33702

CHRISTOPHER F. WELLS
(1948-1988)

* MEMBER OF FLORIDA
AND INDIANA BAR

PLEASE REPLY TO
P. O. BOX 20768
ST. PETERSBURG, FLORIDA 33742

TELEPHONE
(813) 522-3070
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(813) 522-6406

March 17, 1997

Secretary of State
Bureau of Corporate Records
P.O. Box 6327
Tallahassee, Florida 32314

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****122.50 ****122.50

Re: Essentials, the Salon, Inc.

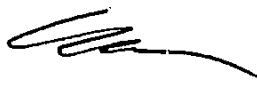
Gentlemen:

Enclosed herewith please find duplicate Articles of Incorporation for the above referenced corporation for filing with the Secretary of State. Please return a certified copy to our offices.

We have enclosed our firm's check in the amount of \$122.50 as payment for the required filing fee, registered agent designation, and return to us of a certified copy of the articles.

Thank you for your courtesy and cooperation in this matter.

Yours very truly,



Todd Berger

TB/km
encl.

FILED
97 MAR 24 AM 10:07
SECRETARY OF STATE
TALLAHASSEE, FLORIDA



ARTICLES OF INCORPORATION
OF
ESSENTIALS, THE SALON, INC.

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SECRET
TALLAHASSEE, FLORIDA

The undersigned, acting as incorporator of a corporation under the Florida General Corporation Act, adopts the following articles of incorporation for such corporation:

ARTICLE I

NAME: The name of this corporation shall be ESSENTIALS, THE SALON, INC., and its initial principal office and address shall be at 5300 4th Street North, St. Petersburg, FL 33703.

ARTICLE II

DURATION: This corporation shall have a perpetual existence.

ARTICLE III

PURPOSE: This corporation is organized for the purpose of transacting any and all lawful business.

ARTICLE IV

CAPITAL STOCK: The total number of shares of stock which the corporation shall have to issue is 1000 shares of common stock, with a par value of \$1.00 per share. The total number of authorized shares shall have an aggregate par value of \$1,000.00. Each share of authorized stock which is initially sold shall be fully paid for before the corporation begins transaction of business.

ARTICLE V

INITIAL REGISTERED AGENT AND OFFICE: The name of the initial registered agent of the corporation is TODD BERGER, 810 63rd Avenue North, St. Petersburg, Florida 33702.

ARTICLE VI

BOARD OF DIRECTORS: The management and control of the corporation shall be vested in a Board of Directors of not less than one nor more than five members as provided by the By-Laws of the corporation, said Board to be elected by the stockholders of the corporation at the regular meeting of said stockholders.

If state law so provides, then upon the unanimous written agreement of all the stockholders of the corporation, the above-described Board of Directors may be divested of its power to manage and control this corporation and said power may, pursuant to shareholder agreement, be vested in the shareholders of the corporation. If the shareholders exercise their right to divest the Board of its power to manage and control, then, and whenever the contest requires, the shareholders shall be deemed the directors of the corporation for purposes of applying applicable state law. The name(s) and address(es) of the first Board of Directors are:

Paula Forsyth

6203 Falling Leaf Court
Pinellas Park, FL 33782

Eileen Munsey

7055 Monte Carlo
Pinellas Park, FL 34665

Until the first meeting of stockholders, management and control of this corporation shall be vested in the above Board composed of two directors. These directors shall hold office until their successors are duly elected and qualified.

ARTICLE VII

OFFICERS: The Board of Directors shall, at its initial meeting, elect a President, Vice-President, Secretary and Treasurer, and such other officers as the Board, from time to time, shall designate. Until the first Board of Directors meeting and until officers are selected thereat, the following person(s) shall hold the below-designated offices until their successors are elected and qualified:

President - Paula Forsyth
Secretary/Treasurer - Eileen Munsey

ARTICLE VIII

INCORPORATOR: The name and address of the incorporator of the corporation is PAULA FORSYTH, 6203 Falling Leaf Court, Pinellas Park, FL 33782.

ARTICLE IX

AUTHORITY TO INCREASE CAPITAL STOCK: The capital stock authorized may be increased by a majority vote of the stockholders at any regular or special meeting called for that purpose by the adoption of an amendment to these articles.

ARTICLE X

SECTION 1244 ELECTION: The first Board of Directors is hereby authorized, directed and empowered to qualify the initial issuance of stock pursuant to the terms and conditions set forth in Internal Revenue Code Section 1244 and the regulations thereunder.

ARTICLE XI

BY-LAWS: The power to adopt, alter, amend or repeal the By-Laws should be vested in the Shareholders.

ARTICLE XII

AMENDMENT: The power to amend these articles shall be held exclusively by the shareholders. An amendment hereto shall require a majority vote of all outstanding stock.

IN WITNESS WHEREOF, the undersigned incorporator has executed these Articles of Incorporation on this 20th day of March 1997.

WITNESSES:

Joanna Koudren
Sandra Yuen

Paula Forsyth
PAULA FORSYTH
Incorporator

STATE OF FLORIDA
COUNTY OF PINELLAS

BEFORE ME, the undersigned authority, personally appeared PAULA FORSYTH, as Incorporator, to me well known to be the person described in and who acknowledged before me that she executed the foregoing freely and voluntarily for the purposes therein expressed.

WITNESS my hand and official seal this 20th day of March 1997.

Karen Mitchell
Notary Public
My commission expires:



IN WITNESS WHEREOF, the undersigned registered agent hereby accepts such designation on this 20th day of March 1997. I am familiar with and accept the duties and responsibilities as Registered Agent for this corporation.

WITNESSES:

Sandra Kavanagh
Sandra Yuen

Todd Berger
TODD BERGER
Registered Agent

STATE OF FLORIDA
COUNTY OF PINELLAS

BEFORE ME, the undersigned authority, personally appeared TODD BERGER as Registered Agent, to me well known to be the person described in and who acknowledged before me that he executed the foregoing voluntarily and for the purposes therein expressed.

WITNESS my hand and official seal this 20th day of March 1997.

Karen Mitchell
Notary Public
My commission expires:



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97 MAR 24 AM 10:08
TALLAHASSEE, FLORIDA