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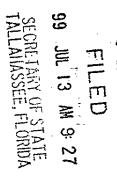
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STATE OF FLORIDA ARTICLES OF INCORPORATION OF

Upscale Beauty Supply & Fashions, Inc.

The Undersigned, acting as incorporator of a corporation under the Florida General Corporation Act, adopts the following Articles of Incorporation.

ARTICLE I - NAME

The name of this corporation is: Upscale Beauty Supply & Fashions, Inc., and the principal physical address of this corporation is 2930 University Blvd. W., Jacksonville, Florida 32217. The mailing address of this corporation is P.O. Box 16952, Jacksonville, Florida 32245-6952. The phone number of this corporation is 904-448-8090.

ARTICLE II - DURATION

This corporation shall have perpetual existence.

ARTICLE III - PURPOSE

This corporation is organized for the purpose of transacting any and/or all lawful business.

ARTICLE IV - CAPITAL SHARES

The aggregate number of shares which the corporation shall have authority to issue shall be one hundred (100) Shares of Common Stock, having a nominal par value of \$1.00 per share.

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Articles of Incorporation
of Upscale Beauty Supply & Fashions, Inc.

ARTICLE V - REGISTERED OFFICE & AGENT

The street address of the initial registered office of this corporation is 2930 University Blvd.W., Jacksonville, Florida 32217, and the name of the initial registered agent of this corporation at that address is Sirena L. Fulger, 591-64-0771.

ARTICLE VI - INITIAL BOARD OF DIRECTORS

This corporation shall have one director, initially. Thereafter, the number of directors may be either increased or decreased from time to time in the manner provided in the By-Laws. The name and address of the initial director of this corporation is:

NAME/SS#/TITLE

ADDRESS

Sirena L. Fulger, 591-64-0771 President/Vice President/ Secretary/Treasurer 2930 University Blvd. W. Jacksonville, FL 32217 100% Ownership

ARTICLE VII - INCORPORATOR

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

Sirena L. Fulger, 591-64-0771 President/Vice President/ Secretary/Treasurer 2930 University Blvd. W. Jacksonville, FL 32217 100% Ownership

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of Upscale Beauty Supply & Fashions, Inc.

ARTICLE VIII - INDEMNIFICATION

The corporation shall have the power to indemnify all officers and directors and former officers and directors to the fullest extent permitted by law.

ARTICLE IX - AMENDMENT

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

ARTICLE X - CORPORATE EXISTENCE

The date of commencement of corporate existence shall be July 15, 1999.

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Articles of Incorporation
of Upscale Beauty Supply & Fashions, Inc.

IN WITNESS WHEREOF, the undersigned incorporator has executed these Articles of Incorporation this 8th day of July, 1999.

Sirena L. Fulger, President

STATE OF FLORIDA COUNTY OF DUVAL

Before me, the undersigned authority, personally appeared, and produced current Florida Drivers license as identification, as well as personally known to me, Conrad Hayes Stewart, after being duly sworn, deposes and says that she is the person described as incorporator of these Articles of Incorporation, and that the information therein contained is true and correct.

Sirena L. Fulgert, President

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SECRETARY OF STATE

Page 5 of 5 State of Florida Articles of Incorporation of Upscale Beauty Supply & Fashions, Inc.

Sworn to and subscribed before me this 8th day of July, 1999.

FLORIDA NOTARY PUBLIC, STATE OF FLORIDA



Kathy D. Williford MY COMMISSION # CC515421 EXPIRES December 4, 1999 BONDED THRU TROY FAIN INSURANCE, INC.

ACKNOWLEDGMENT

Having been named to accept service of process for the above stated corporation, at the place designed in this certificate, I hereby accept to act in this capacity and agree to comply with the provisions of the Florida statutes relative to keeping open said office.

Sirena L. Fugler, President