

March 28, 2012

Oak Lawn Marketing launches a new website, Inés Beauty, to support all women to become more beautiful

Oak Lawn Marketing, Inc. (OLM) is pleased to announce that it has launched a new website “Inés Beauty” on March 28, 2012.

The website, Inés Beauty, encourages all women who wish to become more attractive and beautiful. On this site, you have the chance to try out beauty programs originally created by fashion & beauty expert Inés Lignon, utilizing various contents including “Self Check” to know which part of yourself you need to improve and “Beauty Check” to assess your current beauty level by answering questions.

OLM continuously strives to provide services to meet every customer’s need through various media forms to achieve its company vision of lifestyle enrichment.



Overview of the website

Name of website: Inés Beauty

Release date: From March 28, 2012

URL <http://Inésbeauty.jp>

- Contents:
- Self Check
 - Beauty Check (Beauty level assessment)
 - Beauty Diary
 - About Inés Lignon
 - About Inés Secret

Main contents

Self Check

The secret to fully transform you both internally and externally is the six factors called “A to F Techniques” in Inés Secret. By using this checking tool, you can measure your level of those factors such as “Attitude”, “Communication” and “Fashion”. The result is to be shown in a radar chart as illustrated in the right sample. After you complete the full program of Inés Secret, you can compare the before and after results.



Beauty Check

By simply answering some questions, you can evaluate which beauty stage you are currently in; from “Non Beauty” with 0 point to “Perfect Beauty” with 100 point. Then you will be provided with tips and advice depending on the result you get. Also, you can share the result with others on SNS like Facebook.

Beauty Diary

This function allows you to record your progress of beauty lessons from Inés Secret, which is sold under Hill’s Collection brand. You can keep a record of your everyday information to help you continue Inés Secret programs for a great result.

About Inés Secret Facebook page

Prior to the opening of the Inés Beauty website, Inés Secret Facebook page had been launched on March 14. We regularly upload new information to this page for the purpose of providing users with opportunities to get to know Inés Secret.

URL: <https://www.facebook.com/Inéssecret.dvd>



Inés Secret app

The app offers customers the opportunity to try out Inés Secret free of cost. In addition to viewing the lesson from Week 1 of Inés Secret, the app is interactive, allowing users to write in the digital workbook and utilize a dairy to record diet information (the log allows users to keep a record of their meals for one year and includes a weight graph among other useful functions). Furthermore the app includes footage of a special message from fashion & beauty expert, Inés Lignon.

■ OS: Android OS 2.1 to 2.3 on smartphones from NTT docomo, au and softbank

*Some phones may not be appropriate for the abovementioned app.

■ Two ways to download the Inés Secret app:

1. dmenu> Menu List > Shopping > Mail-order shopping via catalog or TV> Hill's Collection > Information
2. Go to Google Play (previously called Android Market) and search by "Inés Secret"

*Android and Google Play are trademarks of Google Inc.

About Inés Ligron



Paris born Inés was the former national director of Miss Universe Japan from 1998 and guided Japan to obtain the 1st Runner-Up position in 2006 and winning the Miss Universe pageant in 2007. Currently, she works as a beauty and fashion expert and disseminates specialized knowledge and techniques to encourage women from all walks of life to become world-class beauties.

Product Information of Inés Secret

Inés Secret was created by the beauty expert Inés Ligron to help women desiring to become more attractive.

It consists of practical lessons specially designed to help all women refine themselves inside and out, giving tips on how to make themselves more attractive not only as a person but also to the opposite sex, so that they can be the most beautiful women and achieve their personal big dreams.



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