**[Company Description Copy]**

**About Tristar Products, Inc.**

Tristar Products, Inc. is an award-winning direct response marketing company recognized for turning innovative ideas into successful brands. Through its multi-channel marketing efforts, strategic alliances, and one of the largest distribution networks in the world, the company has a proven track record of creating brands that have become household names. Tristar was named as one of America’s fastest growing companies by Inc. Magazine.

The marketing powerhouse behind the original Jack LaLanne Power Juicer, the AB Roller, the Genie bra, and many other innovative products, Tristar is an acclaimed leader in the infomercial arena. In a joint venture with Montel Williams, Tristar pioneered the hour-long "talk-mercial" format, raising the bar for compelling, direct response marketing.

Tristar focuses on patented products that have wide consumer appeal, attracting inventors and garnering endorsements from celebrities like Carol Alt, Denise Austin, Hulk Hogan, Gilad, Brenda DyGraff, Rachel Hunter, Joan Rivers, Bruce Jenner, and others who wish to turn their products into world-famous brands.

With sales surpassing one billion dollars, Tristar's success is built upon its excellent reputation for innovation, quality, and integrity.

As an all-inclusive marketing solutions company, Tristar finds and develops products; oversees manufacturing; designs packaging and point-of-purchase materials; produces engaging infomercials at its own studio; advertises via integrated print, television, internet, and direct response vehicles; implements web sites and blogs; distributes through multiple channels domestically and internationally; and provides customer support.

**[Product Copy]**

[Short Copy – Product Listing Page]

**Jack LaLanne's** **Power Juicer™**

Long before raw food diets and juice cleanses came into vogue, iconic fitness guru Jack LaLanne advocated the many health benefits of juicing. In 2001, Tristar Products partnered with Jack LaLanne to introduce the Power Juicer. It has remained one of the best-selling juicers on the market.

[Long Copy – Product Overview Page]

**Jack LaLanne's** **Power Juicer™**

Long before raw food diets and juice cleanses came into vogue, iconic fitness guru Jack LaLanne opened the world's eyes to the many health benefits of juicing. In 2001, Tristar Products partnered with Jack LaLanne to introduce the Power Juicer juice extractor. The Power Juicer offered consumers an easy and affordable way to add nutritious, freshly extracted fruit and vegetable juices to their diets. It has remained one of the best-selling juicers on the market.

Juicing ushered in a new age of nutritional awareness, especially the benefits of preserving the inherent nutrients, enzymes, and natural antioxidants found in fresh fruits and vegetables. People from all walks of life, all income levels, and all states of health can now take advantage of an easy way to get the daily recommended servings of fruits and vegetables − without the added sugar, salt, preservatives, or other artificial ingredients found in processed foods.

The Power Juicer has an extra-large chute that can accommodate most whole fruits and vegetables. It is engineered to operate quietly, and to efficiently extract up to 30% more juice than other juicers.

Tristar Products offers 5 different Power Juicer models. The Power Juicer web site serves as a valuable resource for consumers, offering recipes and helpful tips on juicing and healthy living.

A healthy diet can help in the treatment and prevention of many diseases. Knowing this, Tristar actively supports, and donates a portion of its juicer sales to, the Ovarian Cancer National Alliance (OCNA). OCNA leads the national initiative to conquer ovarian cancer. Its national, regional, and local organizations advocate patient and healthcare provider education, the funding of research to develop an early detection test, improved health care practices, and life-saving treatment protocols.

www.powerjuicer.com

[Short Copy – Product Listing Page]

**Perfecter Fusion Styler**

The Perfecter Fusion Styler was created by renowned stylist Maria McCool, founder of Calista Tools. This heated, multi-purpose styling brush uses ionic technology to smooth, style, and hydrate hair – letting women of all hair types enjoy professional results in minutes.

[Long Copy – Product Overview Page]

The Perfecter Fusion Styler ionic styling brush was created by renowned stylist Maria McCool, founder of Calista Grand Salon and Spa and her own line of styling products, Calista Tools.

The Perfecter is a heated styling brush that uses ionic technology to smooth and hydrate hair, adding shine and body. It was designed to perform the functions of multiple hair styling tools: a blow-dry styling brush, a curling iron or hot rollers, and a straightening iron. Using the Perfecter, women of all hair types and lengths have an easy way to achieve salon results at home.

The Perfecter’s ceramic barrel distributes heat and negative ions throughout the hair. This smoothes out curly or frizzy hair, adds bounce and body to straight hair, and eliminates static electricity, all while infusing the hair with softness and shine. Its hydrating properties actually help to improve the hair's condition over time.

Consumers can find styling tips, product demonstrations, and before-and-after photos at www.tryperfecter.com.

www.tryperfecter.com

[Short Copy 2 – Product Listing Page]

**Genie™ Brand**

One of the most successful consumer product lines ever introduced, Genie fills the need for seamless, slimming foundation garments that are comfortable for women of all shapes and sizes.

[Long Copy 2 – Product Overview Page]

**Genie™ Brand**

One of the most successful consumer product lines ever introduced, Genie fills the need for seamless, slimming foundation garments that are comfortable for women of all shapes and sizes.

The line began with the Genie bra, which utilizes groundbreaking technology and a revolutionary fabric designed to provide lift, support, and shaping – all without the traditional (and traditionally uncomfortable) wires, hooks, or digging straps. Women have made Genie the #1 selling bra in America among department stores and general merchandise retailers.

Building upon the phenomenal success of the Genie bra, the brand has extended its product line with to include, including the Cami Shaper, Milana bra, Slim & Tone leggings, and other body-shaping garments.

The secret behind Genie’s designs is a stretchable double-knit fabric created by the Santoni machine, a state-of-the-art textile production technology that can render an entire, finished product without the need to sew seams. The fabric itself is soft and breathable, and can be engineered with body-mapped zones for support, compression, and shaping. It allows for unhampered freedom of movement, and will retain its shape, even when machine-washed, for many years to come.

The Genie brand proudly contributes a portion of its profits to charitable organizations that provide support to breast cancer patients and survivors. For millions of women who have faced the life-altering trauma of breast cancer, the Genie bra offers comfortable support and shaping during the healing process and after breast reconstruction surgery. It's even been recommended by doctors.

With new styles and products being introduced continuously, the Genie brand has positioned itself as being as fashion-forward as it is functional.

www.geniebra.com

[Short Copy – Product Listing Page]

**Fusion Juicer**

A favorite of juicing fans, the Fusion Juicer was designed to extract as much juice as possible while preserving the nutrients of fresh fruits and vegetables. Since its introduction, the Fusion Juicer has helped hundreds of thousands reap the health benefits of raw juicing.

[Long Copy – Product Overview Page]

**Fusion Juicer**

Since its introduction in spring 2013, the Fusion Juicer has quickly gained popularity as the favorite kitchen appliance of juicing fans. The Fusion Juicer was designed to extract as much juice as possible while preserving the natural nutrients, enzymes, and antioxidants found in fresh fruits and vegetables.

The Fusion Juicer was created with help of nutritionist, best-selling author, and inspirational speaker Jason Vale. Jason has dedicated his life to helping others attain a healthy lifestyle through the healing power of freshly extracted juice.

The compact yet powerful Fusion Juicer makes fast work of pulverizing fruits and vegetables, leaving more juice and less pulp. The key to its efficiency is its 3,600-RPM induction motor, precisely calibrated to extract the maximum amount of juice without generating high levels of heat from friction. Heat has adverse effects on the quality of raw juice and even depletes its nutritional quality.

Diets may come and go, but nutritious juicing is here to stay. The Fusion Juicer continues to help hundreds of thousands of people reap the benefits of raw, whole food juicing as part of a healthy lifestyle.

www.fusionjuicer.com

[Short Copy – Product Listing Page]

**Living Well Montel HealthMaster™**

Tristar Products, Inc. pioneered the one-hour "talk-mercial" for its groundbreaking HealthMaster product, hosted by celebrity spokesperson Montel Williams. Described as a "blender on steroids," the HealthMaster performs the functions of 20 other kitchen appliances.

[Long Copy – Product Overview Page]

**Living Well Montel HealthMaster™**

In 2010, the Electronics Retailing Association (ERA) honored Tristar Products, Inc. for its groundbreaking HealthMaster product and its pioneering one-hour "talk-mercial" format.

Described as a "blender on steroids," the HealthMaster is a powerful food emulsifier that pulverizes and liquefies whole fruits and vegetables in seconds. Celebrity spokesperson Montel Williams, who radically changed his nutritional focus after being diagnosed with MS, has built his "Living Well" lifestyle around the HealthMaster.

This professional-grade emulsifier easily performs the functions of 20 other kitchen appliances, including juicers, grinders, food processors, and even snow cone makers.

Unlike many appliances, the HealthMaster can process soft foods like bananas or mangoes, green leafy vegetables, flax seeds, and ice. Users can add ice, yogurt, or liquids to whole fruits and vegetables right in the machine, making recipe preparation faster, easier, and leak-free. The machine can also chop or grind nuts and meats.

With digitally controlled speed and timer functions, the HealthMaster is capable of producing a versatile range of fresh, nutritious recipes: juices, sauces, baby food, purees, smoothies, soups, dough, batter, dips, ice cream, dressings, frozen drinks, hummus, fondues, and sorbet. One of its unique features is the capability to make hot soup, ready to serve straight from the pitcher, resulting from the heat produced by its high-speed centrifugal force.

A healthy diet can help in the treatment and prevention of many diseases. Knowing this, Tristar actively supports, and donates a portion of its HealthMaster sales to, the Ovarian Cancer National Alliance (OCNA).

www.myhealthmaster.com