

Drink In Pretty

New Ingestible Beauty Supplement Product Set to Change Market's Consumption of Skincare

Glendale, Calif. – August 21, 2008 – NESTLÉ®, the world's largest food and beverage company, introduces GLOWELLE™, a daily beauty drink dietary supplement that protects and hydrates the inner and outer layers of the skin. GLOWELLE is formulated with a proprietary blend of high antioxidant vitamins¹, phyto-nutrients, botanical and fruit extracts to help fight the signs of aging by nourishing your skin from within.

With its exclusive skin beautifying formula, GLOWELLE provides skin with the nutrition it craves. Consumed once daily, GLOWELLE hydrates the skin and provides antioxidants to help defend against the damage caused by free radicals. Regular environmental factors such as pollution and sun exposure can lead to the formation of free radicals, which are widely attributed to skin aging effects such as fine lines, wrinkles and uneven skin tone. GLOWELLE works synergistically with current beauty regimens to enhance skin's appearance.

"At GLOWELLE, we know that looking good is as important as feeling good. It's really exciting to bring a new product to women that addresses both beauty and wellness holistically," said Kimberly Cooper, Chief Beauty Officer of GLOWELLE. "GLOWELLE works naturally to give skin the nutrition it craves to help let women's natural beauty show."

GLOWELLE is available in beautiful ready-to-drink glass bottles as well as convenient seven (7) or 30 day powder pack kits. Made with real tea, fruit and botanical extracts, GLOWELLE offers two flavors, Natural Raspberry Jasmine Flavor and Natural Pomegranate Lychee Flavor. GLOWELLE is available exclusively at Neiman Marcus stores nationwide and Bergdorf Goodman. It can also be found online at NeimanMarcus.com.

About GLOWELLE

A beauty drink dietary supplement, created by NESTLÉ, for women and by women, GLOWELLE helps enhance beauty from the inside out. Made with natural ingredients, this daily beauty drink features a proprietary blend of antioxidants from vitamins, phyto-nutrients and botanical extracts to nourish and hydrate the skin from within and help fight free radicals, known contributors to the signs of skin aging. GLOWELLE is available in ready-to-drink and powder stick pack kits. For more information, visit glowelle.com.

About NESTLÉ USA

Named one of "America's Most Admired Food Companies" in Fortune magazine for the eleventh consecutive year, NESTLÉ USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, NESTLÉ USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That's what "NESTLÉ. Good Food, Good Life" is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER'S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ® NESCAFÉ® TASTER'S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, DREYER'S/EDY'S®, SKINNY COW® and HÄAGEN DAZS®. NESTLÉ USA, with 2007 sales of \$8.25 billion is part of NESTLÉ S.A. in Vevey, Switzerland — the world's largest food company — with 2007 sales of \$90 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

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¹ High in vitamin A, vitamin C and vitamin E.

† These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.