

# Jurlique

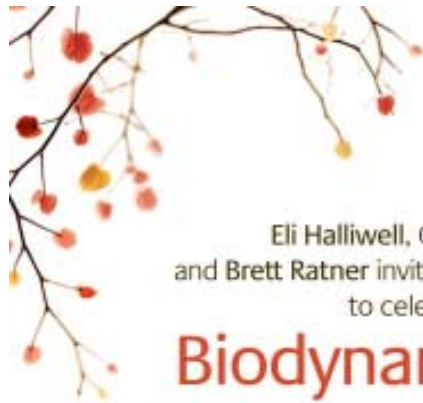
**Biodynamic BBQ**  
to Celebrate the Arrival of  
Biodynamic Beauty

July 26<sup>th</sup>, 2008



# Jurlique

Biodynamic BBO



Jurlique

Eli Halliwell, CEO of Jurlique,  
and Brett Ratner invite you  
to celebrate the arrival of

## Biodynamic Beauty

A Biodynamic BBQ  
at Hillhaven Lodge  
Saturday, July 26th  
1:00 to 4:00 PM

Please RSVP to  
[JurliqueRSVP@lsagency.com](mailto:JurliqueRSVP@lsagency.com)  
or 888 201 1079



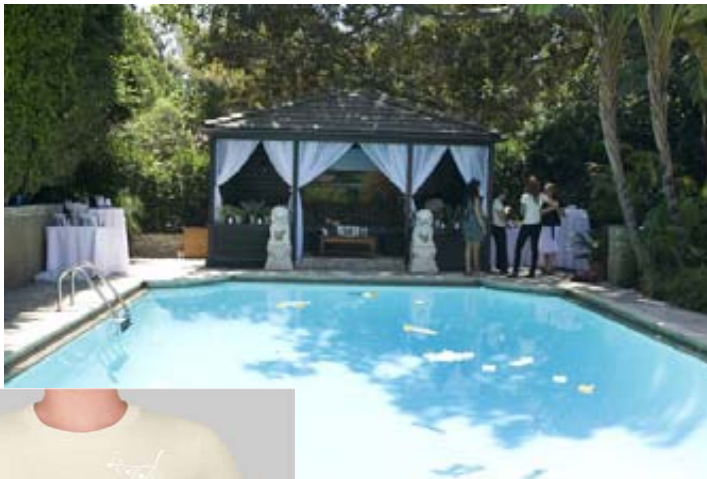
On Saturday, July 26th, Eli Halliwell and film director Brett Ratner hosted a biodynamic BBQ at Hillhaven Lodge in Beverly Hills. Celebrities, influencers and LA media came out to celebrate the arrival of Biodynamic Beauty and Jurlique's Biodynamic Beauty Range. The event was a huge success, drawing in a number of impressive Hollywood names.

Guests enjoyed an afternoon of relaxation and renewal poolside with hand and foot treatments using Jurlique's signature Rosewater Balancing Mist and Rose Hand Cream. Other party-goers stopped by the "mist bar" where they were refreshed with one of four Jurlique floral waters, chilled on ice, for an escape from the hot summer sun. The menu included organic and locally sourced food, Lavender Lemonade specially created for the BBQ, and biodynamic wine from Benziger winery.

As the guests departed, they received gift bags that included Jurlique branded organic cotton t-shirts that read "I am a biodynamic beauty" on the front, and "are you?" on the back. Attendees were also given the new Biodynamic Beauty Serum, Eye Cream and Night Lotion and cult must-haves; Rose Hand Cream and Rosewater Balancing Mist.

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## Biodynamic BBQ



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Biodynamic BBQ



- Celebrities in attendance included: Salma Hayek, Rosanna Arquette, Paris Hilton, Stevie Wonder, Oliver Stone, Jamie-Lynn Sigler, Gerard Butler, Francis Ford Coppola, Naomie Harris, Scott Caan, Jared Leto, Ileana Douglas, Claire Forlani, Nicole Esposito, Tracey Edmonds, and Sanaa Lathan



### PRESS OUTREACH

- L+S distributed images with photo captions and event recap to all entertainment weekly magazines as well as beauty, green and celebrity websites. The biodynamic trend in skincare and benefits of the new collection were highlighted when addressing the beauty press. Images and event recaps were also sent to LA regional media and Hollywood trade publications.
- **Total Impressions to Date: 8,554,967**





944.com  
<http://www.944.com>

944Nightsites

Jurlique Biodynamic BBQ At Brett Ratner's Home



More images from the event



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## Biodynamic BBQ



Celebrities Come Together For Jurlique's Biodynamic BBQ!



This past Saturday afternoon at Hillcrest Lodge in LA, a bang of Hollywood celebrities helped celebrate the launch of Jurlique's new Biodynamic Beauty Range. Guests enjoyed an afternoon of relaxation and renewal with complementary hand and foot treatments using the new line and biodynamic and locally sourced food and wine.

Those in attendance included Sabina Hazek, Resanna Azopete, Paula Hiltes, Stevie Weeder, Oliver Steen, Jamie Lynn Slight, Gerard Butler, Francis Ford Coppola, Monika Harris, Scott Caan, Jared Leto, Beana Douglas, Chloe Fortard, Nicole Exposito, Tracey Edmonds, and Sabana Lathian. Quite the gathering, right?

We're a big fan of Jurlique here on the Dazz — especially with all of their products being hand-sown, hand-tended, and hand-harvested from their own certified organic, biodynamic farms in South Australia.



Photo by Jeff Young/Westmag

**Green and Glam**

Thursday July 28, 2011  
 Before Hand-Clap Hangover with Jurlique

Stevie Weeder

Stevie Weeder is a Hollywood actress and a Jurlique fan. She was at the launch of Jurlique's new Biodynamic Beauty Range at Hillcrest Lodge in LA. She is seen here with a basket of food.

**Beauty Girl Muehls**  
 my daughter is the beautiful life

My daughter is the beautiful life. She is a beautiful girl and she is the life of my life. She is a beautiful girl and she is the life of my life. She is a beautiful girl and she is the life of my life.



### Published Press To Date Includes:

- Glam.com
- Zimbo.com
- InStyle.com
- Style.com
- TheInSider.com
- Bossip.com
- OkWeekly.com
- Hollywoodrag.com
- ShareAPic.com
- *Women's Wear Daily*
- *Variety*
- Jlczgalleries.jl.funpic.de
- Blog.singersroom.com
- Ecorazzi.com
- BrownSistas.com
- CelebrityMound.com
- CoutureInTheCity.com
- Celebrityfashionwatch.com
- Showbiznews.com
- Celebsnow.net
- FeelGoodStyle.com
- JuicyUk.com
- This-Is-Music.com
- Sugarvilla.com
- ABCD.com
- AggBlog.com
- BeautyGirlMusings.blogspot.com
- Community.livejournal.com
- DailyCelebrities.Blogspot.com
- Dsunplugged.livejournal.com
- GreenAndGlam.com
- HQCelebrity.com
- IMDB.com
- JaredLetoGallery.com
- Jen-morrison.net
- ParisFan.org
- ParisFanGallery.com
- RedCarpetColors.blogspot.com

### Pending Press Includes:

- *944*
- Alternativeconsumer.com
- *Angeleno*
- Beautyinreallife.blogspot.com
- LA.com
- *Los Angeles Confidential*
- *Los Angeles Magazine*
- LAMAG.com
- MSNBC.com
- *OK! Weekly*
- *People*
- *Us Weekly*



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## Biodynamic BBO



LAFORCE  
+ STEVENS