

REVLON



Elizabeth Arden

NEW YORK

Revlon Announces New Chief Marketing Officer

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NEW YORK--(BUSINESS WIRE)--Feb. 9, 2015-- Revlon announced today that Benjamin Karsch is joining the company as Executive Vice President, Chief Marketing Officer, Revlon Consumer.



"In our extensive search, we wanted someone who could passionately inspire a deeper engagement with our brands, our consumers and the strategy of value creation of our company," said Lorenzo Delpati, Revlon's CEO. "We are excited to have found these leadership qualities in Benjy, who is an important addition toward fully realizing our vision of Love Is On and our mission to offer better beauty solutions to our consumers."

Karsch is an expert in consumer-facing brands and packaged goods. Most recently he served as Cigna's chief marketing officer where he was responsible for shifting their U.S. health insurance business from a B2B focus to a consumer-centric approach, re-launching their brand and building digital, mobile, marketing analytics, customer insights, and customer experience capabilities. He has experience across diverse industries, from consumer products to hospitality to healthcare, and diverse geographies, from China to Israel. In prior roles, he led global marketing at Las Vegas Sands, served Fortune 100 packaged goods clients at McKinsey & Company, and held brand management leadership roles in both the U.S. and overseas markets at Procter & Gamble and Johnson & Johnson. His command of data analytics reaches back to the Bachelor of Science in Economics that he received from the University of Pennsylvania.

"After watching Revlon's transformation and the many achievements Lorenzo Delpati and his management team have led during this past year, I am thrilled for the opportunity to join them," said Karsch. "I am inspired by Lorenzo's passion and share his vision for driving growth at Revlon."

A member of Revlon's Global Leadership team, Karsch will lead the Revlon Consumer division's global brand marketing, product development, consumer engagement and public relations.

About Revlon:

Revlon is a global cosmetics, hair color, hair care and hair treatments, beauty tools, men's grooming products, anti-perspirant deodorants, fragrances, skincare, and other

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beauty care products company, which operates in two segments, the consumer division ("Consumer") and the professional division ("Professional"). Revlon's vision is to establish itself as the quintessential and most innovative beauty company in the world by offering products that make consumers feel attractive and beautiful. Revlon believes that its global brand name recognition, product quality, R&D, innovation and marketing experience have enabled it to create leading global consumer and professional brands. Revlon's Consumer segment global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, SinfulColors® color cosmetics, Pure Ice® color cosmetics, Revlon ColorSilk® hair color, Revlon® Beauty Tools, Charlie® fragrances, and Mitchum® anti-perspirant deodorants. Revlon's Professional segment global brand portfolio includes: Revlon Professional®, CND®, including CND Shellac® and CND Vinylux® nail polishes, and American Crew® men's grooming products. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com, www.mitchum.com, www.revlonprofessional.com, www.americancrew.com and www.cnd.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150209005120/en/>

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