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JUST IN CASE® - The first “chic” condom compact wins at 2006 International Health and Beauty Package Design Awards

Los Angeles (September 22, 2006) –JUST IN CASE®, was the big surprise winner at this year’s International Package Design Awards show on September 12th in New York City taking home the 2006 Award for Originality.

The competition drew more than 200 entries this year from industry’s top cosmetic packaging companies such as Estee Lauder, Laura Mercier, Revlon, Procter & Gamble and many more. The awards ceremony, sponsored by Happi magazine and Beauty Packaging magazine was held in conjunction with the Health and Beauty America (HBA) Convention which is the leading product development event in North America for cosmetics, fragrance and personal care industries.

This year, the Award for Originality was created for an innovative product of which the industry has never seen, that being JUST IN CASE®. “To be recognized among such luminaries in this industry is a dream come true for us and proves that JUST IN CASE® is a product whose time has come and takes health and beauty to another level,” says Founder/President, Marsha Graham. “We want to empower women to take care of themselves, to be confident while upholding their requirement for style and discretion. “We are proud to bring a tool of empowerment to women everywhere,” adds Graham’s daughter and Co-Founder, Rachael Sudul.

The HBA Awards Dinner honored three individuals and one research and development team for their work and inspiration in new product development, technical advancement, marketing, and packaging design. The dinner also honored innovative individuals and companies leading the way in improving health and beauty products, as well as the best in package design for the past year. The Health and Beauty industry generates billions of dollars in sales worldwide. www.justincaseinc.com

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