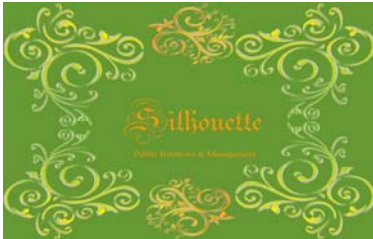


News Release



Contact:

Ursula Hodge – Publicist

+678-463-8519

ursulahodge@silhouetteprm.com

publicrelations@silhouetteprm.com

FOR IMMEDIATE RELEASE

Mocha Moon Caters to Women on the Go with the Launch of the Perez Cosmetic Bag and Matching Lori

L. Tote Bag—the Stylish Cosmetic Organizer and Tote Bag with a **MISSION**

ATLANTA, August 18, 2010 – Today’s woman jets from home to the gym to a business meeting to a party, often with little time to take a breath, let alone stop at home to change her makeup. With the introduction of its chic cosmetic organizer and matching tote bag, [Mocha Moon](#) makes the busy lives of women a little bit simpler and a lot more fashionable.

“I understand how hectic life is for today’s business woman because I live it,” says Lori Louis, CEO of Mocha Moon. “Not only do we juggle multiple appointments, we have to consistently present a polished image to our clients.” The [Perez Bag](#) was born from Lori’s frustration with digging through her

cosmetic collection for buried makeup. “I needed to simplify my beauty routine because it took me longer to find what I was looking for than to put my makeup on,” said Lori.

Lori’s passion goes beyond helping women create organization out of cosmetic chaos: She’s applying the same principle to her corner of the economy with her business launch. “We’ve all heard the scary economic messages in the news,” she says. “But the clearest message I heard was the President’s positive one: Small businesses drive economic recovery. And I’m thrilled to help.” Lori’s future plans include filling the Perez Bag with cosmetics and toiletries, and donating them to women’s shelters.

Designed with the needs of the modern woman in mind, the Perez Bag is a radical departure from yesterday’s cosmetic bag, and its faux leather exterior in Mocha Moon’s signature rich mocha easily out-styles every other bag on the market. Its ultramodern, innovative design will simplify every woman’s beauty routine by providing a place for everything—from lipstick and lip gloss to makeup brushes—with room to spare, eliminating the need to search through cluttered bags and makeup drawers. This compact and lightweight organizer is perfect for home use and travel, and its two removable, transparent pouches fit easily in a purse or the matching [Lori L.](#) Tote bag.



About Mocha Moon

Mocha Moon is the leading designer of innovative organization products. Several more product launches are scheduled for the near future. For more information, visit <http://www.mochamoon.com>.