

LOS ANGELES, CA, October 14, 2013 **/24-7PressRelease/** -- As a seasoned Brazilian global executive, Mauro Schnaidman brings with him a wealth of knowledge from over 20 years of international expertise within the business world. Mauro's diverse experience has spanned various industries and has extended across several continents. From his early executive days at Pepsi and Unilever, to his management roles within Revlon and AOL, to his most recent position as President of Sara Lee Coffee and Tea Southern Europe, Mauro has contributed to major expansion and growth within top FMCG companies in Latin America, USA and Europe.

Mauro, who is now based in JAFRA's U.S. headquarters, is looking forward to contributing to JAFRA's sustainable growth and long-standing success. His vision, innovation, and dedication to creating a winning culture will allow JAFRA to attain a new level of excellence. His leadership will strengthen JAFRA's commitment to offering quality beauty products and a compelling opportunity for women to become entrepreneurs in 18 countries worldwide.

"We are thrilled to have Mauro Schnaidman join JAFRA," states Frank van Oers, Managing Partner of JAFRA's parent company Vorwerk. "As a seasoned international executive, Mauro will lead JAFRA's Management team to greater success. His strategic thinking and unique skills will help us elevate the JAFRA brand and fulfill JAFRA's vision of transforming the lives of millions of women around the world."

JAFRA extends a warm welcome to Mauro and looks forward to his many contributions as he guides the company on a new path to internationalization and prosperity.

ABOUT JAFRA Cosmetics International, Inc.

JAFRA Cosmetics International, Inc. was founded in Malibu, California in 1956 by Jan and Frank Day with the vision of providing women with world class products and business opportunities. In 2004, the privately-held JAFRA joined the Vorwerk Group, a German-based, multi-billion dollar international direct sales company, represented in over 60 countries worldwide.

JAFRA's 550,000 worldwide Independent Consultants make it one of the world's largest producers of cosmetics today. With annual sales in excess of half a billion U.S. dollars, JAFRA has a worldwide product portfolio that encompasses skin and body care as well as spa products, color cosmetics and fragrances, which JAFRA produces using high-quality natural ingredients and state-of-the-art manufacturing facilities. JAFRA products are manufactured in a

Mauro Schnaidman Joins JAFRA Cosmetics International as President and Chief Executive Officer

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new \$30 million manufacturing facility in Queretaro, Mexico. JAFRA products are sold globally in 18 countries including Latin America, North America, Europe and Asia. For more information, please visit www.JAFRA.com.