



FILE COPY

**CERTIFICATE OF INCORPORATION
OF A
PRIVATE LIMITED COMPANY**

Company No. 6573332

The Registrar of Companies for England and Wales hereby certifies that

EVE STYLING RESEARCH LIMITED

is this day incorporated under the Companies Act 1985 as a private company and that the company is limited.

Given at Companies House on **22nd April 2008**



N06573332G



Companies House
— for the record —



THE OFFICIAL SEAL OF THE
REGISTRAR OF COMPANIES

70724/50

THE COMPANIES ACTS 1985 (AS AMENDED)
COMPANY LIMITED BY SHARES

MEMORANDUM OF ASSOCIATION

OF EVE STYLING RESEARCH LIMITED

6573332



- 1 The name of the Company is EVE STYLING RESEARCH LIMITED
- 2 The registered office of the Company will be situated in England and Wales
- 3 The objects for which the Company is established are -

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 COMPANIES HOUSE

(A) To carry on business as a general commercial company

(B) To carry on any other business which may in the opinion of the directors of the Company be capable of being conveniently carried on in connection with any business which the Company is authorised to carry on or which may seem capable of being directly or indirectly to the benefit of the Company

(C) To purchase or otherwise acquire all or any part of the business, property and other assets and liabilities of any company, partnership, unincorporated association or person or establish or promote any company which may be expedient for any of the purposes of the Company or carrying on any business which the Company is authorised to carry on, and upon any terms and for any consideration, and to conduct and carry on, or liquidate and wind up, any such business

(D) To enter into partnership with or into any joint venture with or any arrangement involving sharing of profits, union of interests, reciprocal concessions or any other form of co-operation with any person or company carrying on or about to carry on or be engaged in any business or transaction which the Company is authorised to carry on, upon any terms and for any consideration

(E) To take part in the formation or management or control of the business of any company, firm, partnership or person, on such terms and with such provision for the remuneration of persons involved with or connected with such business as the Company may think fit

(F) To establish, promote, control or otherwise assist any company or companies for the purpose of acquiring any of the property of the Company or furthering any of the objects of the Company

(G) To take or otherwise acquire, hold, sell or otherwise deal with any shares, securities or obligations of any company, whether constituted or carrying on business within or outside the United Kingdom, and other securities of any kind and in any part of the world, and to issue or guarantee the issue of, or the payment of interest on, any such shares or securities, and to pay or provide for brokerage, commission and underwriting in respect of any such issue

(H) To purchase, take on lease or in exchange, or otherwise acquire for the purpose of the Company, any real or personal property which to the Company may seem suitable or convenient for any purposes of its business

(I) To purchase or otherwise acquire, erect, maintain, reconstruct and adapt any offices, workshops, mills, plant machinery and other things found necessary or convenient for the purposes of the Company

(J) To apply for and take out, purchase or otherwise acquire any designs, trade marks, patents, patent rights or inventions, copyright, secret processes, licenses, or any like rights which may be useful for the purposes of any of the Company's businesses or which may be directly or indirectly to the benefit of the Company, and to use, exercise, develop, grant licenses in respect of or otherwise deal with the rights and information so acquired

(K) To manufacture, buy, sell, hire, repair, improve and generally deal in all materials, machinery, tools, goods or articles of any kind which may be required or used in connection with any of the businesses of the Company

(L) To sell, let on lease or otherwise dispose of or grant rights over the business, undertakings and real and personal property of the Company on such terms as the Company shall determine

(M) To accept shares (fully or partly paid-up), stocks, the debentures, mortgage debentures or any other securities of any other company in payment or part payment for any services rendered or for any sale made to

or debt owing from any such company, and to hold, sell or otherwise deal or dispose of any shares, stock or securities so acquired

(N) To draw, make, accept, endorse, discount, issue or execute any bills of exchange, cheques, promissory notes and other negotiable or transferable instruments

(O) To borrow, raise money or secure obligations and enter into any guarantee, contract or indemnity or suretyship whether by personal covenant or otherwise in respect of the obligations of any kind of the Company or any other company, firm, authority or person, wherever the same may be situate, and including without prejudice to the generality of the foregoing any company which is for the time being in relation to the Company a holding company or subsidiary of any such holding company (within the meaning of the Act) and for any of such purposes to issue debentures, debenture stock, bonds, mortgages or any securities, founded or based upon all or any of the property and rights of the Company, including its uncalled capital, or without any such security, and upon such terms as to priority or otherwise, as the Company shall think fit

(P) To receive money on deposit, with or without allowance for interest

(Q) To advance and lend money (with or without security) to such persons and on such terms as may be thought proper

(R) To invest the monies of the Company not immediately required in such manner as from time to time may be determined by the Company

(S) To provide for the welfare of persons in the employment of the Company or formerly in the employment of the Company or its predecessors in business or any subsidiary or associated company of the Company, and the wives widows and families and dependants of such persons, by grants of money, donations, gratuities, pensions or other payments, and to establish and maintain or procure the establishment of any non-contributory or contributory pension, provident or superannuation funds, or any other trusts, funds and schemes with a view to providing for the payments aforesaid

(T) To subscribe or otherwise contribute to or help any charitable, benevolent or useful object of a public character including (without prejudice to the generality of the foregoing) objects promoted by any educational, scientific or religious institution or trade society, whether or not such objects be connected with the business of the Company, and to institute or maintain any club or establishment

(U) To amalgamate with any other company

(V) To distribute in specie or otherwise as may be resolved any assets of the Company among its members including (without prejudice to the generality of the foregoing) the shares, debentures or securities of any other company formed to take over the whole or any part of the assets or liabilities of the Company, but so that if such distribution would result in a reduction in the capital of the Company, the same does not take place without first obtaining the sanction (if any) required by law

(W) To do all or any of the matters hereby authorised in any part of the world either alone or in conjunction with, or as factors, trustees or agents for, any other companies or persons, or by or through any factors, trustees or agents

(X) To do all such things as the Company may deem incidental or conducive to the attainment of any of the above objects of the Company

In construing the objects set forth in the sub-clauses hereinbefore set out, the widest interpretation shall be given and they shall in no way be limited by reference to the objects set out or the wording employed in any other sub-clause or by the name of the Company, and none of the objects or powers specified in any sub-clause shall be deemed to be subsidiary or ancillary to the objects and powers specified in any other sub-clause

4 The liability of the members is limited

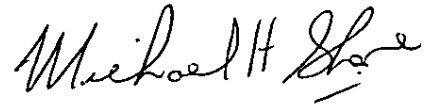
5 The share capital of the Company is £100 divided into 100 shares of £1 00 each

We, the several persons whose names and addresses are subscribed, are desirous of being formed into a company, in pursuance of the Memorandum of Association, and we respectively agree to take the number of shares shown opposite our respective names

Name and Address of
Subscribers

Number of Ordinary shares of £1 00 each taken by each subscriber

WIGMORE HOLDINGS 100
LIMITED
38 WIGMORE STREET
LONDON
W1U 2HA
UNITED KINGDOM



Total Shares 100

Dated 14 April 2008

WITNESS

BHAIRAVI NAIRI
38 WIGMORE STREET
LONDON W1U 2HA
UNITED KINGDOM



THE COMPANIES ACTS 1985 (AS AMENDED)
COMPANY LIMITED BY SHARES

ARTICLES OF ASSOCIATION

OF EVE STYLING RESEARCH LIMITED

PRELIMINARY

- 1 (a) The regulations constituting Table A in the Schedule to the Companies (Tables A to F) (Amendment) Regulations 1985 as amended by SI 2007/2541 and SI 2007/2826 (such Regulations hereinafter referred to as "Table A") shall apply to the Company except in so far as they are excluded or varied by these Articles
- (b) Expressions defined in Regulation 1 of Table A shall where the context admits bear in these Articles the meanings so defined
- (c) "the 1985 Act" means the Companies Act 1985 including any statutory modification or re-enactment thereof for the time being in force
- (d) "the 2006 Act" means the Companies Act 2006 and any provisions for the time being in force
- (e) "communication" means the same as in the Electronic Communications Act 2000
- (f) "electronic communication" means the same as in the Electronic Communications Act 2000
- (g) "executed" includes any mode of execution

SHARE CAPITAL

- 2 (a) Subject to the provisions of the 1985 Act and the 2006 Act, and to the following provisions of these Articles, the shares of the Company for the time being unissued, whether forming part of its original capital or not, shall be at the disposal of the directors, who may at their discretion for a period of five years from the date of the incorporation of the Company and afterwards with the previous sanction of an ordinary resolution (in accordance with Section 551 of the 2006 Act), allot, grant options over or otherwise dispose of them to such persons, at such times and on such terms as they shall think proper, but so that the nominal amount of the issued equity share capital shall not exceed the authorised share capital of the Company
- (b) The directors may allot shares notwithstanding that the authority under Regulation 2 of Table A has expired if they are allotted in pursuance of an offer or agreement made by the Company before the authority expired
- (c) The provisions of Section 561(1) and Section 562(1) to (7) of the Act shall not apply to the Company, in accordance with the exemption provided by Section 567(1) to (2) of the Act
- (d) Subject to the provisions of the 2006 Act, shares may with the sanction of an ordinary resolution be issued which are to be redeemed or are liable to be redeemed at the option of the Company or the holder on such terms and in such manner as the Company may by special resolution determine, provided that no redeemable shares may be issued if at the time there are no issued shares of the Company which are not redeemable
- (e) Subject to the provisions of the 1985 Act and the 2006 Act, the Company may purchase its own shares
- (f) Share certificates shall not be required to bear the impression of the Company seal, and Regulation 6 of Table A shall be amended accordingly

LIEN AND FORFEITURE

- 3 (a) The lien conferred by Regulation 8 of Table A shall attach to fully paid as well as to partly paid shares, and to all shares registered in the name (whether as sole or joint holder) of any person indebted or under liability to the Company. The directors may declare any shares to be wholly or partially exempt from the provisions of this regulation or Regulation 8 of Table A.
- (b) In Regulation 8 of Table A there shall be substituted for the words "any amount payable in respect of it" the words "all distributions and other monies or property attributable to it", and the same words shall be substituted in Regulation 19 for the words "all dividends or other monies payable in respect of the forfeited shares"

TRANSFER OF SHARES

- 4 The directors may in their absolute discretion and without giving any reason decline to register any transfer of shares

PROCEEDINGS AT GENERAL MEETINGS

- 5 (a) Every notice convening a General Meeting shall state that a member entitled to attend and vote thereat may appoint a proxy
- (b) In Regulation 62 of Table A there shall be substituted for the first occurrence of the words "not less than 48 hours before" the words "at any time before"

APPOINTMENT AND RETIREMENT OF DIRECTORS

- 6 Regulations 73 to 79 inclusive of Table A shall not apply to the Company

PROCEEDINGS OF DIRECTORS

- 7 (a) Unless otherwise determined by ordinary resolution, the number of directors (other than alternate directors) shall not be subject to a maximum but shall not be less than one. The first directors of the Company shall be the persons named in the statement delivered under Section 10 of the 1985 Act
- (b) A director who is interested in any transaction or arrangement either with the Company or in which the Company is interested shall be entitled to vote on any such transaction or arrangement at a meeting of the board of directors of the Company providing that he has complied with the disclosure requirements provided by Regulations 85 and 86 of Table A
- (c) In Regulation 87 there shall be inserted after the first occurrence of the words "The directors" the words "on behalf of the Company"
- (d) In Regulation 89 of Table A there shall be substituted for the word "two" the word "one"

MINUTES

- 8 In addition to the requirements of Regulation 100 of Table A the Directors shall cause a written record to be made in the minute book of all decisions taken by a sole member under the provisions of these Articles

INDEMNITY

- 9 Subject to the 1985 Act and the 2006 Act, and in addition to such indemnity as is contained in Regulation 118 of Table A, every Director, Secretary or other officer of the Company shall be entitled to be indemnified out of the assets of the Company against all losses or liabilities incurred by him in or about the execution and discharge of the duties of his office and the Company may purchase and maintain for any Director, Secretary, officer or auditor insurance against any liability which by virtue of any rule of law would otherwise attach to any such person in respect of any negligence, default, breach of duty or breach of trust which he may be guilty in relation to the Company

Name and addresses of subscribers

WIGMORE HOLDINGS LIMITED
38 WIGMORE STREET
LONDON
W1U 2HA
UNITED KINGDOM

Michael H. Lee

Dated 14 April 2008

WITNESS :

BHAIRAVI NAIRI
38 WIGMORE STREET
LONDON W1U 2HA
UNITED KINGDOM.

Bhairavi

Please complete in typescript,
or in bold black capitals

CHFP010

Notes on completion appear on final page

Company Name in full

First directors and secretary and intended situation of registered office

EVE STYLING RESEARCH LIMITED

Proposed Registered Office

(PO Box numbers only are not acceptable)

Post town

County / Region

38 WIGMORE STREET	
LONDON	
	Postcode W1U 2HA

If the memorandum is delivered by an agent for the subscriber(s) of the memorandum mark the box opposite and give the agent's name and address

Agent's Name

Address

Post town

County / Region

<input type="checkbox"/>	

Number of continuation sheets attached

0

Please give the name, address, telephone number and, if available, a DX number and Exchange of the person Companies House should contact if there is any query

INTRUST LIMITED, 38 WIGMORE STREET, LONDON W1U 2HA,	
UNITED KINGDOM	
Tel 020 7467 2100	
DX number	DX exchange

When you have completed and signed the form please send it to the Registrar of Companies at
Companies House, Crown Way, Cardiff, CF14 3UZ **DX 33050 Cardiff**
 for companies registered in England and Wales
 or
Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB
 for companies registered in Scotland **DX 235 Edinburgh**

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Company Secretary (See notes 1-5)

Company name		EVE STYLING RESEARCH LIMITED	
Name	* Style / Title	* Honours etc	
Forename(s)			
Surname		WIGMORE SECRETARIES LIMITED	
Previous forename(s)			
Previous surname(s)			
Address		38 WIGMORE STREET	
Usual residential address			
For a corporation, give the registered or principal office address		Post town LONDON	
County / Region		Postcode	W1U 2HA
Country		United Kingdom	
I consent to act as secretary of the company named on page 1			
Consent signature		Date 21/4/2008	

Directors (see notes 1-5)

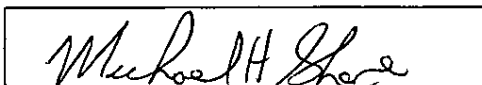
Please list directors in alphabetical order

Name	* Style / Title	* Honours etc	
Forename(s)			
Surname		KAPPA DIRECTORS LIMITED	
Previous forename(s)			
Previous surname(s)			
Address		38 WIGMORE STREET	
Usual residential address			
For a corporation, give the registered or principal office address		Post town LONDON	
County / Region		Postcode	W1U 2HA
Country		United Kingdom	
Date of Birth		Nationality	
Business occupation			
Other directorships		None	
I consent to act as director of the company named on page 1			
Consent signature		Date 21/4/2008	

Directors (continued) (see notes 1-5)

Voluntary details	Name	* Style / Title		* Honours etc	
		Forename(s)			
		Surname			
		Previous forename(s)			
		Previous surname(s)			
	Address				
	Usual residential address				
	For a corporation, give the registered or principal office address	Post town			
		County / Region	Postcode		
		Country			
		Day	Month	Year	
	Date of Birth				Nationality
	Business occupation				
	Other directorships				
		I consent to act as director of the company named on page 1			
	Consent signature		Date		

This section must be signed
by Either
an agent on behalf of all
subscribers

Signed		Date	21/4/ 2008
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Or the subscribers
(i.e. those who signed
as members on the
memorandum of
association)

Signed		Date	
Signed		Date	
Signed		Date	
Signed		Date	
Signed		Date	
Signed		Date	

Notes:

- 1 Show for an individual the full forename(s) NOT INITIALS and surname together with any previous forename(s) or surname(s)

If the director or secretary is a corporation or Scottish firm - show the corporate or firm name on the surname line

Give previous forename(s) or surname(s) except that

- for a married woman, the name by which she was known before marriage need not be given,
- names not used since the age of 18 or for at least 20 years need not be given

A peer, or an individual known by a title, may state the title instead of or in addition to the forename(s) and surname and need not give the name by which that person was known before he or she adopted the title or succeeded to it

Address

Give the usual residential address

In case of a corporation or Scottish firm give the registered or principal office

Subscribers

The form must be signed personally either by the subscriber(s) or by a person or persons authorised to sign on behalf of the subscriber(s)

- 2 Directors known by another description

- A director includes any person who occupies that position even if called by a different name, for example, governor, member of council

- 3 Directors details

- Show for each individual director the director's date of birth, business occupation and nationality

The date of birth must be given for every individual director

- 4 Other directorships

- Give the name of every company of which the person concerned is a director or has been a director at any time in the past 5 years. You may exclude a company which either **is or at all times during the past 5 years, when the person was a director, was**
- dormant,
- a parent company which wholly owned the company making the return,
- a wholly owned subsidiary of the company making the return, or
- another wholly owned subsidiary of the same parent company

If there is insufficient space on the form for other directorships you may use a separate sheet of paper, which should include the company's name and the full name of the director

- 5 Use Form 10 continuation sheets or photocopies of page 2 to provide details of joint secretaries or additional directors

Declaration on application for registration

Please complete in typescript,
or in bold black capitals

CHFP010

Company Name in full

EVE STYLING RESEARCH LIMITED

I,

KAPPA DIRECTORS LIMITED

of

38 WIGMORE STREET, LONDON W1U 2HA, UNITED KINGDOM

† Please delete as appropriate

do solemnly and sincerely declare that I am a † [Solicitor engaged in the formation of the company][person named as director or secretary of the company in the statement delivered to the Registrar under section 10 of the Companies Act 1985] and that all the requirements of the Companies Act 1985 in respect of the registration of the above company and of matters precedent and incidental to it have been complied with

And I make this solemn Declaration conscientiously believing the same to be true and by virtue of the Statutory Declarations Act 1835

Declarant's signature



Declared at

38 WIGMORE STREET, LONDON W1U 2HA, UNITED KINGDOM

Day Month Year

on

2 1 0 4 2 0 0 8

● Please print name

● before me

IRENE POTTER

Signed



Date

21/04/2008

A Commissioner for Oaths or Notary Public or Justice of the Peace or Solicitor
Irene W K Potter
Barrister at Law
45-47 Marylebone Lane
London W1U 2NT
Tel +44 (0) 20 7486 2200
Fax +44 (0) 20 7467 2103

Please give the name, address, telephone number and, if available, a DX number and Exchange of the person Companies House should contact if there is any query

INTRUST LIMITED, 38 WIGMORE STREET, LONDON W1U 2HA

UNITED KINGDOM

Tel 020 7467 2100

DX number

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