

Ann Giannone
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December 12, 1982

Mr. Mike Mullin
Germaine Monteil
50 W. 57th St.
New York, NY 10019

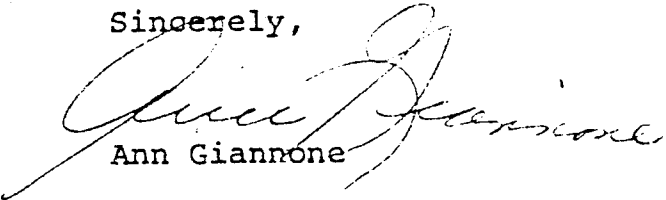
Dear Mr. Mullin:

I am writing to tell you how pleased I am with the service I received from Tina Novellino, who is your representative at Lord & Taylors on Fifth Avenue.

Last Thursday I came in to the City to take care of some Christmas shopping. I purposely went to Lord & Taylors to look at Este Lauders promotional package. I found it unsatisfactory for my needs and when to the Germaine Monteil counter. There I discovered you were offering a promotional package which was much more suitable. I was discussing my particular make up problems with Tina and she offered to do a make up demo for me so I could see the benefits of your product. Having reached the age of 50, the sudden awakening of what happens to your skin is somewhat depressing. I was not too aware that there are products which can hide flaws, as well as improve the tone of the skin. Tina very patiently applied moisturizers, make-up, concealers, etc. and explained the benefits of each product very carefully. When she was finished I was very pleased with the results. Needless to say, Este Lauder lost a customer.

In this day and age of fast sell with little concern of what the customer really needs it is refreshing to find someone like Tina. I feel it is only appropriate for me to compliment you on having someone like Tina represent your fine product.

Sincerely,


Ann Giannone