

**Mohonk Mountain House and La Bella Donna Pure Minerals
Have an Eco-Green Vision Regarding Beauty for Fall 2007**

La Bella Donna Unveils “Montagna”— Mohonk Inspired Mineral Eyeshadow

NEW PALTZ, N.Y. – (November 2, 2007) – For 138 years, Mohonk Mountain House has demonstrated a deep commitment to nature and environmental sustainability. Now, the resort’s “green” story has added an exciting – and naturally beautiful – new page through a wonderful new partnership. The pioneering, pure mineral makeup company La Bella Donna Linea Minerale is introducing “Montagna” Compressed Mineral Eyeshadow, inspired by Mohonk Mountain House. The deep loden green-colored shadow, which means “mountain” in Italian, utilizes the lustrous mineral cassiterite and evokes the historic Victorian castle resort’s 2,200 surrounding acres of spectacular woodland.

La Bella Donna, CEO & Founder, Kathy Tracy was inspired to create the Compressed Mineral Eyeshadow “Montagna” after a conversation with Nina Smiley, Ph.D., Mohonk’s director of marketing, who spoke of the resort’s long tradition of eco-friendly practices. “Mohonk’s mission is to provide a place where people can easily connect with a spectacular natural setting and be nurtured in body, mind and spirit,” said Smiley, also a member of the family that owns and operates the resort, which is located 90 miles north of New York City. “La Bella Donna offers a similar philosophy, providing consumers with completely natural, pure mineral products, creating a healthy alternative to traditional cosmetics.”

The “Montagna” Compressed Mineral Eyeshadow, a smoky, loden green color, will be available via phone order at the recently-opened Spa at Mohonk Mountain House, 877.877.2644, as well as online at www.labelladonna.com, suggested retail \$19. The eyeshadow’s mineral pigments are derived from rocks, in this case, cassiterite, which are then micro-pulverized and jet-milled for an incredibly smooth consistency. La Bella Donna mineral products are ideal for all skin types and ages, especially sensitive skin, providing long-lasting color, waterproof application and natural sun protection, utilizing micronized Titanium Dioxide and Zinc.

For a healthy natural look, The Spa at Mohonk Mountain House and La Bella Donna suggest using “Montagna” and other La Bella Donna products in the following manner:

- 1) Apply pure Loose Mineral Foundation all over face including eyelids and lashes.
- 2) Apply a neutral Compressed Mineral Eyeshadow over entire eyelid from brow to lashes.
- 3) Apply a dark, impactful color to the lid area.
- 4) Use “Montagna” in and slightly above the crease, fading it softly.
- 5) Wet your eyeliner brush and make a slurry of “Montagna”, applying it along the lash line from the outer corner to about 3/4th of the way across.
- 6) Apply La Bella Donna’s tar-free, formaldehyde free, Mineral Mascara in “Dark Earth” or “Black.”

The 138-year “green story” of Mohonk Mountain House includes an extensive energy saving and recycling program as well as initiatives that preserve the land. On its 125th anniversary, the resort received an award from the United Nations Environment Programme recognizing the Smiley Family and Mohonk Mountain House “for generations of dedicated leadership and commitment to the protection and enhancement of the environment” In addition to its use of earth-friendly products, the design features of The Spa at Mohonk Mountain House illustrate sustainable initiatives. A geothermal heating and cooling system moderates the temperature of the spa using the constant temperature of the earth to ensure an emission-free/ noise-free zone and a “green roof” garden terrace helps insulate the building, reducing energy use and providing a venue for birds and butterflies, yoga classes and meditation.

About Mohonk Mountain House

Mohonk Mountain House is a National Historic Landmark and Historic Hotel of America located in the Hudson Valley region of New York State, just 90 miles north of New York City. The new 30,000-square-foot Spa wing at Mohonk Mountain House features 16 treatment rooms, a solarium, and outdoor heated mineral pool, along with an indoor heated swimming pool with an underwater sound system, comprehensive fitness center, and yoga/motion studio. Mohonk’s award-winning Skating Pavilion is host to special activities including skating lessons and corporate teambuilding programs. For invigorating outdoor fun, guests can enjoy 85 miles of trails for seasonal hiking, snowshoeing and cross-country skiing.

Overnight guests can enjoy rock climbing on one of the most acclaimed cliffs in the world. The grounds feature exquisite gardens, a challenging nine-hole golf course, red clay tennis courts, and stables with horseback riding and horse-drawn carriage rides. The half-mile-long, glacial-formed Lake Mohonk is ideal for boating, fishing, and swimming. Over 40 theme programs are presented annually, including culinary classes, gardening workshops, music festivals, nature programs, and more. Overnight rates at Mohonk Mountain House include charming accommodations, breakfast, lunch, dinner, Afternoon Tea and Cookies, and most resort activities. For additional information, please call 800.772.6646 or visit www.mohonk.com.

About La Bella Donna

La Bella Donna Linea Minerale is a breakthrough in cosmetics: minerals that behave like makeup. It is a complete collection of mineral-based formulas that are actually healthy for the skin because they are made from natural elements-mineral-based pigments for natural-looking color and micronized Titanium Dioxide, a non-chemical sun block (SPF 20), for environmental protection. La Bella Donna products balance the moisture content of the skin, allowing it to breathe while blocking out the sun’s harmful, damaging rays. They provide excellent coverage in a wide range of shades, containing no FD&C dyes, oil, talc, alcohol or fragrance. For more information, please visit www.labelladonna.com.