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Merle Norman Opens New Studio at The Wharf

ORANGE BEACH, Ala.—Seventy-five years after the first Merle Norman studio opened in Santa Monica, Calif., Merle Norman Cosmetics Inc. continues its tradition of providing quality skin-care and beauty products with a brand-new store at The Wharf, along Alabama's Intracoastal Waterway in Orange Beach, Ala. The new studio at The Wharf is one of 2,200 Merle Norman studios nationwide.

This is the first Merle Norman studio for owner Patti Howard, who retired after 30 years in health services industry. "I wanted something new, nice and beautiful," said Howard. "Merle Norman approached me, looking for someone to start a studio in the area. It is the best thing I ever did. This is like every girl's dream—playing in makeup and making women feel beautiful!"

Carrying on founder Merle Norman's original philosophy to help women care for their skin and enhance their natural beauty, the new studio at The Wharf, like all Merle Norman studios, offers a complete skin-care and cosmetics line at affordable prices. Merle Norman's success is built on a "try before you buy" policy that allows customers to sample products before deciding to purchase—a policy that continues to attract new customers and maintain loyal customers today.

Merle Norman's current product line includes skin care and cosmetics for all skin types. The Wharf studio offers the new aesthera hair-reduction treatment, a permanent hair-removal treatment safe and effective for the total body and that also helps treat sun spots, spider veins and acne blemishes. The treatment is a photoneumatic hair removal, which uses light and air rather than laser technology. In addition, Merle Norman features a new skin-care line for men; according to Howard, a male stylist will be available at The Wharf studio to assist male customers.

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Other services available at The Wharf studio include makeup applications for bridal parties and special occasions, as well as free makeovers with the purchase of two products.

The Merle Norman studio at The Wharf is located at Suite G109 on Main Street, near the entrance to the Levin's Bend condominiums. Current (off-season) hours are 10:00 a.m.-6:00 p.m. Monday through Saturday and 1:00-6:00 p.m. Sunday. An official "Grand Opening" is planned for March 2007.

For more information, visit www.merlenorman.com, or contact The Wharf at (251) 224-1000; www.thewharfal.com.

About The Wharf

The Wharf, located in Orange Beach, Ala., on the Intracoastal Waterway, is a 220-acre mixed-use development serving residents and visitors with world-class retail, residential, and recreational facilities.

Alabama's premier resort and entertainment attraction, The Wharf features a 112-foot-tall Ferris Wheel; Main Street shopping and dining; a full service 208-slip marina with public and private facilities, an Aveda Resort Spa; and a boardwalk with open-air cafés and restaurants. At full build-out, The Wharf will feature approximately 1 million square feet of retail, office, dining and residential space—including 1,600 condominium homes featuring such amenities as a private clubhouse, resort pools and nature trails.

The Amphitheater at The Wharf, an open-air 10,200-seat venue showcasing national acts and local performances, will host special events and concerts throughout the year.

In addition to the Amphitheater, The Wharf's entertainment attractions—include the Southeast's largest Ferris Wheel and a RAVE Motion Pictures' movie theater with 15 state-of-the-art cinema screens.

For more information, contact The Wharf at (251) 224-1000; www.thewharfal.com.

About AIG Baker

AIG Baker Shopping Center Properties LLC is a privately held entrepreneurial-driven company, headquartered in Birmingham, Ala., that specializes in ground-up development, acquisition, leasing and management of retail centers nationwide.

Backed by American International Group (AIG), one of the world's largest insurance companies, AIG Baker has developed more than 30 million square feet in 22 states since 1993. Subsidiaries of AIG Baker include AIG Baker Real Estate L.L.C.; AIG Baker Management L.L.C.; AIG Baker Development L.L.C.; and Pinnacle Communities L.L.C.

For more information, contact AIG Baker Shopping Centers at (205) 969-1000; www.aigbaker.com.

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