

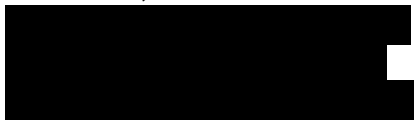


May 8, 2015

VIA EMAIL AND REGULAR MAIL

Lorenzo Delpani, President and CEO
Mitra Hormozi, General Counsel and Chief Compliance Officer
Michael Sheehan, Senior Vice President, Deputy General Counsel and Secretary
Revlon, Inc.

One New York Plaza
New York, NY 10004



Re: Almay's Deceptive Simply American™ Campaign

Dear Mr. Delpani, Ms. Hormozi, and Mr. Sheehan:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization dedicated to protecting consumers from false and deceptive advertising. We have found that Revlon-subsiidiary Almay has been engaged in a deceptive marketing campaign entitled Almay Simply American™.

Specifically, we have found that Almay – on its website, in television commercials, and in social media, among other platforms – is making the implied, unqualified claim that its products are made in the United States of America. In reality, however, the vast majority of Almay products as represented on its website do not meet the legal definition for a "Made in the USA" claim as they contain non-U.S. components, while others are wholly made in foreign countries. Despite this fact, nowhere in any of its marketing does Almay inform consumers that most of its products are not wholly made in the U.S.

As a result, Almay is misleading consumers with its Simply American campaign. Accordingly, we intend to notify appropriate state and federal authorities, including, but not limited to, the Federal Trade Commission, that Almay is deceptively marketing its products, unless, **by May 15, 2015**, you show us that Almay has fully corrected the issues described above across all of its marketing materials and that the company has made every effort to alert its customers of these issues.

If you have any questions, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in blue ink that reads "L Smith". The signature is written in a cursive style with a large initial "L" and a dot over the "i" in "Smith".

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

