

Meet the Founder/CEO of **HealthyMouth**, LLC, Karen Albert

Karen Albert has over 20 years of international new product development, formulation, creative innovation and marketing experience. As Head of New Product Innovation and Marketing for the \$750 million plastics division of Rexam PLC, a leading global consumer packaging company, based in Paris, Karen created the New Ventures organization to accelerate innovation and spearheaded design, development and execution of more than 80 breakthrough consumer products. Karen is a multiple U.S. patent holder, conference speaker and published author on bringing innovation and creativity to multinational companies.

As General Manager for a division of Estee Lauder in New York, she built and launched the "La Mer" business growing it to \$10 million in sales in year one, without an advertising budget. Recognized as the most successful launch in Estee Lauder's history, La Mer, today, is a business valued at \$100 million.

Karen has start-up experience as the President & Founder of Too The Moon, Inc., an international consulting firm specializing in developing cost-effective, innovative product launch solutions and strategies for clients in the consumer products, pet, retail and hospitality industries. Prior to that, in her role as Vice-President, International Marketing & Strategy for THEHOTELGUIDE.com, she developed the business model for pioneering one of the first internet-based travel/hospitality companies throughout Europe.

As Executive Director & General Counsel for Elite Model Management, Karen managed the re-organization and restructuring of Elite's \$5 million flagship annual international promotional event.

Karen practiced law for six years and started her career as an attorney at Skadden, Arps, Slate, Meagher & Flom and then as in-house IP counsel for Revlon. In addition, she clerked for The Honorable Dickinson Debevoise, Senior

U.S. District Judge for the District of New Jersey.

Karen graduated on Dean's List from Phillips Academy. She received her BA with Honors from Northwestern University, attended Columbia and Cornell Law School, where she earned her J.D. and a Certificate in International Marketing from the American University in Paris. She is fluent in French, lived for twelve years in Europe and has worked throughout Europe, Asia and South America. She played tournament tennis and continues to dance the ballet she has loved since age five. In addition, she is a writer and the author of *Demi-Baguette*.

In keeping with the company's commitment that, "every pet deserves a healthy mouth," Karen has already initiated a give back program: **healthymouth-to-the-rescue**[™] whereby **healthymouth**[™] concentrate is donated to dog, cat and horse rescue organizations throughout the United States that are also committed to professional dental cleaning and daily dental care for their rescue animals. The Humane Society of New York was the first recipient of HealthyMouth LLC's initiative.

Karen is committed to humanitarian causes and volunteered with the AHOPE orphanage in Addis Ababa, Ethiopia for HIV children. A portion of every sale of **healthymouth**[™] goes to the AHOPE orphanage.

