

**THANE DIRECT LIFTS CALIFORNIA BEAUTY'S®  
SLIM 'N LIFT™ SILOUETTE TO GLOBAL DOMINANCE**

Thane Direct's Slimming & Lifting Undergarment Sells In Well Over 5  
Million Units Worldwide

**FOR IMMEDIATE RELEASE:**

TORONTO, CANADA – Thane Direct once again demonstrates its global marketing prowess by surpassing the 5 million mark in unit sales for the company's **CALIFORNIA BEAUTY'S® SLIM 'N LIFT™ SILOUETTE**, it was announced by Thane Direct CEO Amir Tukulj.

Across the top global markets, **CALIFORNIA BEAUTY®'S SLIM 'N LIFT™ SILOUETTE** sold over 1.5 million in the North America, well over 2 million in Europe and 1.5MM in the rest of the world.

A revolutionary slimming and lifting undergarment, **CALIFORNIA BEAUTY®'S SLIM 'N LIFT™ SILOUETTE** gives a sexy, curvy hour glass figure in and instant. Made from a super comfortable miracle micro fiber, **Slim 'n Lift Silhouette** is the most effective – and comfortable - solution for quickly smoothing out unsightly bulges and getting figures back into their shapeliest. Just slip on a pair and the elastic ribbed support flattens and lifts for an instant tummy tuck, the side panels firm-up thighs, and the double U band ribbing lifts and shapes for a sexy butt.

“**CALIFORNIA BEAUTY®'S SLIM 'N LIFT™ SILOUETTE** is the newest success story for Thane Direct, which has written the book on global direct marketing of innovative products. I am thrilled by the performance of the product throughout the world, and proud of our dedicated marketing team's brilliant efforts in turning **SLIM 'N LIFT** into the newest Thane Direct worldwide hit,” said Tukulj.

“We are excited to have reached a highly impressive milestone sales figure with **CALIFORNIA BEAUTY®'S SLIM 'N LIFT™ SILOUETTE** and look forward to the product's continued sales success as we plan for the roll-out of future Thane Direct-distributed product,” said Cathy Chung, Director of Licensed products.

(more)

To learn more about Thane Direct's powerful international distribution operations, product owners are invited to contact Cathy Chung at (416) 621-3700 or email [cathy@thanedirect.ca](mailto:cathy@thanedirect.ca).

**About Thane Direct**

Headquartered in Toronto, Thane Direct is a global leader in the multi-channel direct marketing of consumer products in the fitness, health & beauty and house wares product categories. Thane Direct's distribution network spans the globe in 100 countries through its group of owned and operated shopping channels across the world's most prominent markets, as well as corporate subsidiaries, strategic partners and distributors. All marketing channels are maximized which include direct response TV, home shopping networks, catalogs, retail, print advertising, credit card inserts, and the Internet. Thane develops and acquires products and distribution rights, arranges low-cost manufacturing, and then markets its products through its various distribution channels.

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