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Contact: Taryn Gosch
taryngosch@origamiowl.com
480.386.6808

ORIGAMI OWL ACQUIRES WILLA UNDER ORIGAMI OWL FAMILY OF BRANDS

Customizable Jewelry Company Expands Its Social Selling Reach Into Beauty

CHANDLER, AZ—September 30, 2016—Origami Owl is pleased to announce that **willa**, the New York-based beauty company offering trusted, healthy skincare and cosmetics formulated for the unique needs of young women, is joining the Origami Owl Family of Brands. This move brings together two companies co-founded by teens and led by industry experts committed to empowering others with social selling entrepreneurial opportunities.

As willa joins the Origami Owl Family of Brands, its Founders, mother-daughter team Christy Prunier and 16-year-old Willa Doss, will continue to guide willa's product vision and champion better-for-you products, and Annette McEvoy will serve as willa CEO. Annette brings 30 years of trailblazing experience in the beauty industry to steer willa's growth. Throughout her career, McEvoy has been responsible for developing what are now ubiquitous, large-scale consumer brands, such as Preference Hair Color (a L'Oreal brand), Revlon, and Gap body care. McEvoy was also part of the founding team of Bath & Body Works, which has since become a \$2 billion company owned by Limited Brands.

"All of us at willa are thrilled to be joining the Origami Owl Family of Brands," said McEvoy, a long-time beauty industry maven. "We have complementary visions and goals. We're led by two mother-daughter teams with authentic, beautiful stories. We both believe in high-performing better-for-you beauty for women of all ages who share our mission. This partnership will enable willa to reach a larger social selling audience and share willa's inherent goodness with even more people."

Origami Owl Co-Founder and visionary Chrissy Weems added, "We've been so impressed by willa's team, mission and quality of products. Origami Owl has benefited from more than six years of experience, growth and learning in the social selling arena. Nothing gives us more pleasure than to share our momentum with a like-minded company like willa."

About Origami Owl

Origami Owl® Custom Jewelry was founded in 2010 by then 14-year-old Founder Bella Weems who had a simple dream to own a car once she turned 16. She created a line of meaningful jewelry, including signature Living Locketts®, which can be customized with charms to tell a personal story. Fast forward six years and Origami Owl, a national social selling company and Inc. Hire Power Award recipient, is fulfilling its mission to be a force for good; to love, inspire and motivate people of all ages to reach their dreams and empower them to make a difference in the lives of others. In 2016, after capturing years of heartwarming stories in a Living Locket, Origami Owl created a storytelling platform where Designers, Customers and Employees can share their stories and provide hope to others through livesparkly.com.

Based in Chandler, Arizona, Origami Owl boasts over 300 employees and more than 40,000 independent sales consultants, referred to as Designers, in the U.S. and Canada. Origami Owl Designers tell stories and sell this unique line of jewelry at in-home parties called Jewelry Bars®. For more information or to find a Designer in your area, visit OrigamiOwl.com.

About willa

willa began with a simple question from then-nine-year-old Willa Doss who wanted to take ownership of taking care of her skin. When Willa and her mother, Christy Prunier, couldn't find safer formulations that girls would love and moms could trust, they decided to produce healthy skincare products of their own. They teamed with a group of experts, including a leading dermatologist, green chemist and celebrity makeup artist at one of the top labs in the U.S. willa is the first direct-selling skincare and beauty brand to empower girls as young as 13 to partner with a parent and develop their own social selling businesses. willa is a family of girls and women who are passionate about sharing willa's clean, confident beauty and mission to give back to the global community. For more information or to find a willagirl in your area, visit www.willa.com.