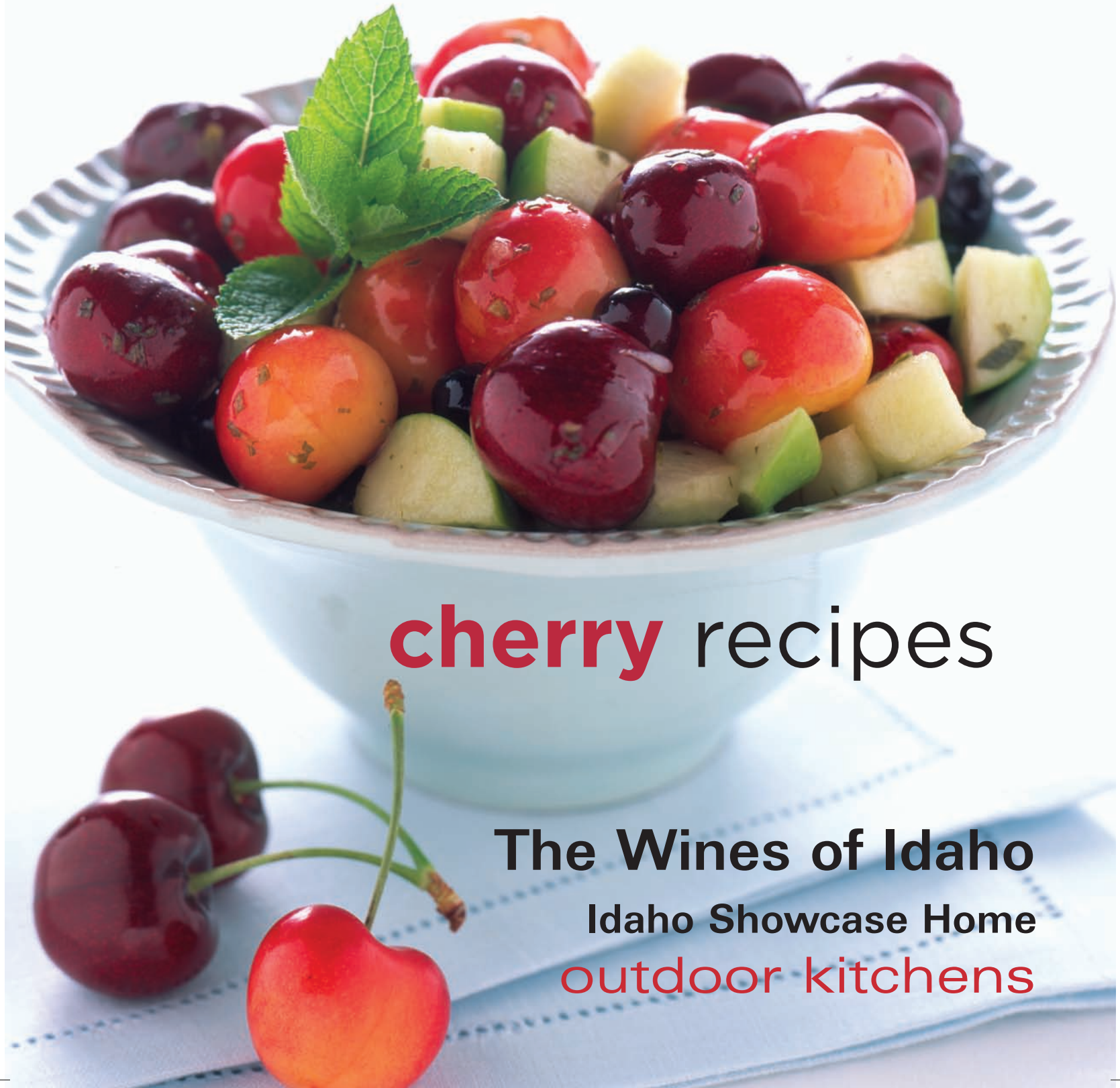


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Summer 2005



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Boise Native Launches *ORIGINALS* Body Products Company

by Ginny Eggleston

Originals Bath and Body Care Line Morningside LLC, a locally owned and operated bath and body care business employing 20 people in the Treasure Valley, recently launched a new line of products under the Originals brand name. Originals Bath and Body products are the brainchild of Hollis Brookover, who was born and raised in Boise. Ms. Brookover's Originals product line includes Hydrating Body Wash, Gentle Foaming Scrub, Skin Nourishing Lotion, Luxurious Bubble Bath, Moisturizing Hand Soap, Smoothe Shave Creme, Intensive Moisture Cream and Supreme Exfoliating Scrub. These products are currently available in eight different fragrances: Cucumber Melon, Black Raspberry, Tropical Plumeria, Lavender Garden, Warm Vanilla, White Tea Ginger, Rosemary Mint and Luscious Peony. "The basic concept behind Originals," explains Ms. Brookover, "is to offer our customers a cost-effective and coordinated line of every day use bath and body products made with the quality ingredients and wonderful fragrances that make them feel fresh, indulged and ready to meet the day."

Two main things make the Originals products different from other bath and body products: They are priced to be affordable for most consumers and the products are manufactured and packaged locally in



Garden City, Idaho. Comparable products in boutique mall shops sell for two to three times more than Ms. Brookover's Originals line and are not always 100 percent American made. The local focus is not a surprise, however. Ms. Brookover's family has a long history of retailing in the Treasure Valley.

The Brookover family owned and operated Brookover's Women's Boutiques between 1930 and the early 1990s. Many of us may remember visiting Brookover's clothing stores. Ms. Brookover says, "I am delighted that our Boise-based firm has been able to develop a product line that has caught the interest of so many regional and national retailers like Fred Meyer and TJ Maxx. Certainly, the more we support our local businesses the better it is for all of us."

Ms. Brookover believes that Originals fits a

marked demand that has not been met by other bath and body care producers. She says that market research shows "our target customer wants good quality and distinctive fragrances at a price point that enables them to try multiple products in their favorite fragrances."

Originals' market research found that most national mass market brands provide a very limited product selection and fragrances at the Originals price point. Boutique and mall stores offer more variety, but not necessarily better quality, and are generally too expensive for

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According to Ms. Brookover, it is the local design and production strategies that give her company a real advantage. She says, "Because all of our design and manufacturing is done locally, we can quickly develop product and respond to customer needs. In fact, we started work on the Originals brand in September of 2004 and by December 2004 shipped our first order of 16 different products to Fred Meyer. When TJ Maxx wanted some packaging changes on our 16 oz. product, we were able to accommodate their request in less than a month. We are absolutely committed to working and growing with our local and U.S. suppliers." As long as Ms. Brookover can continue to be flexible with her suppliers, Originals products will continue to be available to the general public.

It is good to see a native of Boise launching a successful business not only locally in our valley, but also nationally. Companies like Morningside LLC show time and time again that our valley has real power in the national marketplace. Hollis Brookover exemplifies the entrepreneurial spirit that is alive and well in our community.



Hollis Brookover, owner of Originals Body Products



the products

Hydrating Body Wash
Gentle Foaming Scrub
Skin Nourishing Lotion
Luxurious Bubble Bath
Moisturizing Hand Soap
Smoothe Shave Creme
Intensive Moisture Cream
Supreme Exfoliating Scrub

the scents

Cucumber Melon
Black Raspberry
Tropical Plumeria
Lavender Garden
Warm Vanilla
White Tea Ginger
Rosemary Mint
Luscious Peony