

GENERAL POWER OF ATTORNEY

BY THIS POWER OF ATTORNEY, **Bare Escentuals Beauty, Inc.**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 71 Stevenson Street, 22nd Floor, San Francisco, California 94105, United States of America, (hereinafter called "the Corporation") hereby appoints the partners of Ladas & Parry LLP of New York, New York, United States of America as its Authorized Signatory, authorizing any of them to execute on behalf of the Corporation any documents whatsoever required for the purpose of applying for, maintaining, renewing or prosecuting the registrations or renewals of trademarks or recordal of trademark licensees, or of lodging, prosecuting, resolving or withdrawing oppositions in respect of trademarks, or for the purpose of any other administrative or legal proceedings in respect of trademarks, in any part of the world, to which the Corporation is a party, or accepting assignments of trademarks in favor of the Corporation, with further power to delegate all such powers and appoint agents or attorneys to act on behalf of the Corporation in any part of the world and the Corporation hereby agrees to ratify whatsoever the said Attorney actions taken by said Attorney shall purport to do by virtue of this Power which shall remain in force until revoked in writing.

IN WITNESS WHEREOF, **Bare Escentuals Beauty, Inc.**, has caused this Power of Attorney to be duly executed by its authorized representative this 30th day of October 2015.

Bare Escentuals Beauty, Inc.

By Maria Chiclano
Name: Maria Chiclano
Title: SVP & General Counsel