Helen of Troy

NEWS RELEASE

Helen of Troy Limited Introduces Over 110 New Products at the 2006 International Housewares Show

3/20/2006

EL PASO, Texas, March 20 /PRNewswire-FirstCall/ -- Helen of Troy Limited (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, announced the introduction of its new consumer products during the 2006 International Housewares Show held March 12-14, 2006 at Chicago's McCormick Place. At this year's International Housewares Show, one of the largest shows dedicated to consumer products, Helen of Troy introduced more than 110 new personal care and household consumer products, expanding on current product lines by using new and improved technologies to add additional features desired by consumers.

In the household consumer products category, OXO International, the recognized leader in the design and production of innovative household consumer products, introduced 37 distinct new products. The new offerings from OXO continue to expand on the company's portfolio of consumer-friendly products in the areas of food preparation, storage and organization solutions, cleaning utensils, garden tools and bath accessories.

In the personal hair care category, building on the success of its revolutionary ionic technology, Helen of Troy introduced a range of Tourmaline products under the Vidal Sassoon and Revlon brand names. Tourmaline is a natural source of ions, which dries hair faster by reducing the size of water droplets on the hair. Many of the new Helen of Troy hair care products also featured a patented variable-ion technology that allows consumers to select the exact amount of ions best suited for their individual needs. By combining the best of ionic and ceramic technologies for its dryers, flat irons, straighteners, curling irons and hair setters, Helen of Troy offers consumers a variety of ways to achieve the hair styles they desire while leaving hair healthier and shinier.

Helen of Troy also launched an entirely new line of hair care appliances named Studio Tools under the Vidal Sassoon brand name. This product line brings to the retail market the latest in professional-quality hair dryers, flat

irons, curling irons and other hair care appliances.

Additional personal care products introduced at the Housewares Show included new Dr. Scholl's massage products focusing on personal health and wellness from head to toe. Newly introduced massage products include consumer preferred features such as memory foam and anti-stain materials. Many of the new massagers also incorporate "massaging gel" as part of the nationally advertised Dr. Scholl's "Are you gellin'?" campaign. One of the most innovative developments in the foot spa category resulted in a line of cordless products using rechargeable batteries.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the array of new products for 2006, stated, "This year, more than ever, we have focused on bringing the most sought after consumer features to our products. Today's new product introductions are the culmination of more than twelve months of market research and new product development. We are very proud of the 2006 Helen of Troy product lines and are confident that they will be well received by both consumers and retailers," Rubin concluded.

Helen of Troy Limited is a leading designer, producer and global marketer of brand-name personal care and household consumer products. The Company's personal care products include hair dryers, curling irons, hair setters, women's shavers, brushes, combs, hair accessories, home hair clippers, mirrors, foot baths, body massagers, paraffin baths, liquid hair styling products, body powder and skin care products. The Company's household products include consumer products in the kitchen, cleaning, barbecue, barware, storage, organization, garden, hardware, trash and automotive categories. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks including Vidal Sassoon(R), licensed from The Procter & Gamble Company, Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., Sunbeam(R), Health at Home(R) and Health o meter(R) licensed from Sunbeam Products, Inc., Sea Breeze(R), licensed from Shiseido Company Ltd., and Vitapointe(R), licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned brands include OXO(R), Good Grips(R), Brut(R), Vitalis(R), Final Net(R), Ammens(R), Condition 3-in-1(R), Skin Milk(R), Epil- Stop(R), Dazey(R), Caruso(R), Karina(R), DCNL(TM), Nandi(TM), and Isobel(TM). The Company markets hair and beauty care products under the Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), and Wigo(R) owned brands to the professional beauty salon industry.

This press release may contain forward-looking statements, which are subject to change. The forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any or all of the forward-looking statements may turn out to be wrong. They can be affected by inaccurate assumptions or by known or unknown risks and uncertainties. Many of these factors will be important in determining the Company's actual future results. Consequently, no forward-looking statement can be guaranteed.

Actual future results may vary materially from those expressed or implied in any forward-looking statements. The forward-looking statements are qualified in their entirety by a number of risks that could cause actual results to differ materially from historical or anticipated results. Generally, the words "anticipates", "believes", "expects" and other similar words identify forward-looking statements. The Company cautions readers not to place undue reliance on forward-looking statements. The Company intends its forward-looking statements to speak only as of the time of such statements, and does not undertake to update or revise them as more information becomes available. The forward-looking statements contained in this press release should be read in conjunction with, and are subject to and qualified by, the risks described in the Company's Form 10-K for the year ended February 28, 2005 and the Form 10-Q for the quarters ended May 31, 2005, August 31, 2005, and November 30, 2005. These risks are generally provided in our public filings under the heading "Forward-Looking Information and Factors That May Affect Future Results." Investors are urged to refer to the risk factors referred to above for a description of these risks.

CONTACT:
Robert D. Spear
Senior Vice President and CIO of Helen of Troy Limited
+1-915-225-4748