Helen of Troy

NEWS RELEASE

Helen of Troy Limited Launches Over 50 New Products At the 2002 International Housewares Show

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HAMILTON, Bermuda, Jan. 14 /PRNewswire-FirstCall/ -- Helen of Troy Ltd. (Nasdaq: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced the launch of over fifty new personal care and home health and wellness products, during the 2002 International Housewares Show being held January 13-15 at Chicago's McCormick Place.

New product introductions include over fifteen new Dr. Scholl's massager products focusing on personal health and wellness from head to toe. Newly introduced foot massagers include consumer-preferred features such as toe-touch controls, infrared heat, acupressure rollers, interchangeable massage attachments and multiple settings for heat, massage and invigorating bubbles. The Company is also introducing the Dr. Scholl's Memory Foam Line with many brand new cushions and pillows designed to provide customized comfort at home or at the office. The new line introduces the unique Visco- elastic foam, which adjusts to your body heat and weight, then "remembers" its original shape.

Building on the success of its Ion Hair Drying Technology, Helen of Troy under the VS Sassoon brand name has developed a revolutionary line of Ion products. The line includes a variety of dryers, hot air brushes and kits, which contain styling plates to create chic salon styles in the comfort of your own home. This new Ion technology dries hair faster by reducing the size of water droplets. Anti-static ions dry hair faster, while moisture is absorbed for a conditioning style, leaving hair healthier and shinier.

The new Wave-Rage line, targeted at the exploding teen/pre-teen market, includes three- barrel wavers, spiral curling irons, straighteners, hair- setters and multi-stylers, creating a fun mix of today's most popular teen styles.

Marc Newson, one of the world's most innovative industrial designers, has teamed up with Vidal Sassoon, one of

the world's most innovative hairstylists, to create a bold, new, innovative line of professional styling tools. This line includes a uniquely styled hair dryer, curling irons, and a straightener. These new VS Sassoon products combine Marc Newson's exclusive designs and signature colors with the input and expertise from some of the world's foremost hair experts.

Expanded product offerings include the VS Sassoon innovative Ion technology styling tools, Marc Newson's bold hair appliance designs, Revlon Spa paraffin baths and VS Sassoon's Gold Series(R) high-performance styling tools. New introductions of ProSelect(TM) professional-quality hair clipper kits and Revlon's new Ion technology and quiet dryers will also be unveiled.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the array of new products for 2002, stated, "This year, more than ever, we have focused on bringing the most sought after consumer features to our products. Today's new product launches are the culmination of over twelve months of consumer focus groups, market research and new product development concepts. We are very proud of the 2002 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 marketer of brand name consumer products. The Company's products include hair dryers, curling irons, hair setters, women's shavers, brushes, combs, hair accessories, home hair clippers, mirrors, foot baths, body massagers and paraffin baths. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade names including Vidal Sassoon, licensed from Procter & Gamble Co., the trademark Revlon(R), licensed from Revlon Consumer Products Corporation, Dr. Scholl's(R), licensed from Schering-Plough HealthCare Products, Inc., the trademark BARBIE(TM), owned by and used under license from Mattel, Inc., and Sunbeam(R) and Oster(R) brands, licensed from Sunbeam Corporation. Helen of Troy's owned trade names include Dazey(R), Caruso(R), Karina(R) and DCNL. The Company also markets hair and beauty care products under the Helen of Troy(R), Hot Tools(R), Hot Spa(R), Salon Edition(R), Gallery Series(R), Wigo(R) and Ecstasy(R) trademarks to the professional beauty salon industry. This press release may contain certain forward-looking statements, which are subject to change. The actual results may differ materially from those described in any forward-looking statements. Additional information concerning potential factors that could affect the company's financial results are included in the company's Form 10-K for the year ended February 28, 2001.

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