



MAKARI
DE SUISSE



**DREAMGIRLS' ANIKA NONI ROSE AND MIX 102.7FM'S EDDIE ROBINSON
HOST MAKARI DE SUISSE'S "TASTE OF 'YOUR' HARLEM" HOLIDAY
LAUNCH PARTY**

Harlem, New York., December 7th, 2006 - On Thursday, December 7th, Dream Girls' Anika Noni Rose and Mix 102.7FM's Eddie Robinson hosted the holiday launch party for Makari de Suisse, a luxurious European beauty line designed exclusively for ethnic skin. Warm holiday cheers were made possible by Harlem businesses and sponsors including FIJI, NutriSoda, Sugar Hill Golden Ale from the Harlem Brewery and The River Room of Harlem, who bring essence, culture, soul and sophistication back to the wonderful village of Harlem.

The event, aptly titled "Taste of Your Harlem," highlighted the burgeoning return of Harlem's "newest" renaissance at Makari's beautiful flagship store, located at 52 West 125th street between Fifth and Lenox Avenues from 7:00pm-10:00pm.

Dreamgirls' Anika Noni Rose retreated back to New York where she helped launch the new skincare collection Makari de Suisse. The stunning Broadway actress turned movie star, stopped by the Harlem flagship store to celebrate with the brand and talk about her latest flick.

When asked about working on the set with some of the biggest names in Hollywood and "the word on the street" about the alleged feuds between the actors, she replied "Everyone was really lucky to come on the set and work with the others...everyone had respect. It was a great love working on the project and there was a real, strong mutual respect towards each person that brought their craft to the table. It was a very pleasant, high reaching work environment."

Anika was also seen checking out the latest products from Makari de Suisse's collection and even selecting a few products for herself while talking to partygoers and posing for the cameras.

Eddie Robinson, on-air jock for the weekend show on Mix 102.7FM, thanked everyone for coming out to support Makari's Harlem flagship store because "Harlem is definitely becoming the social and economic center for many developments and company headquarters!"

Originating in Switzerland, Makari products were developed to address ethnic skin concerns among men and women using safe ingredients inspired by traditional Hispanic and African home remedies. Makari de Suisse is sold in France, Belgium, and Nigeria; now being marketed in the U.S. Official website will be up in Mid-January.

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