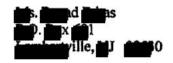
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December 23, 2009

VIA HAND DELIVERY



Re: EMPLOYMENT AGREEMENT

Dear Reyad:

Frédéric Fekkai & Co., L.L.C. ("Fekkai") is pleased to offer you the position of Co-Co-Creative Director of the salon located at 712 5th Avenue, New York, New York ("The 5th Ave. Salon"). This contract will be effective after a 45 day introductory period to ensure you are fully trained on the standards and practices of a Fekkai Creative Director. Following this period of assessment, you will assume all duties of Creative Director, and receive the compensation as outlined below.

This letter agreement (the "Agreement") sets forth the terms of your employment as a Co-Creative Director at The 5th Ave. and replaces any and all prior agreements between you and Fekkai. If you agree with the terms of the Agreement, and wish to accept the offer of Fekkai, please sign and date a copy of this Agreement and return it to me for our files. The Agreement will be effective (the "Effective Date") on February 15, 2010.

- 1. <u>Term.</u> Unless earlier terminated pursuant to Paragraph 7 below, the term of this Agreement will be for an initial period of three (3) years from the Effective Date (the "Term"). Thereafter, this Agreement will automatically renew for successive one (1) year terms ("Renewal Term(s)") subject to termination under Paragraph 7. However, in the event that either party chooses not to renew this Agreement, that party will provide the other party with thirty (30) days' written notice prior to the expiration of the Initial Term or, if applicable, any subsequent one (1) year Renewal Term.
- 2. <u>Duties.</u> Upon the Effective Date, you will hold the position of Co-Creative Director of The 5th Ave. Salon. A list of your essential job duties is attached as Attachment A to this Agreement, and hereby incorporated by reference. In addition, you will perform any additional duties that are typically associated with that position and/or assigned to you by Fekkai from time to time. You also agree to comply with the written rules and policies of Fekkai as they may be promulgated from time to time. You agree to perform your duties and responsibilities at The 5th