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**For Immediate Release**

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## **Vérité by Barco™ — Sophisticated, Functional Style and Unparalleled Durability for Discerning Spa Professionals**

*New Spa Collection from uniform apparel leader Barco Uniforms®, Vérité by Barco™ lifts the spirits and helps spa professionals convey confidence.*

**GARDENA, Calif., June 14, 2010** – Barco Uniforms®, an acclaimed leader in the uniform industry, today redefined apparel for discerning spa professionals with the introduction of Vérité by Barco™. Driven by the imagination of its team and honed by a commitment to excellence, Vérité by Barco™ is a comprehensive collection for women and men that can be personalized for individuals or brands.

Verity means truth, and similarly the Vérité by Barco Collection stands for truth in apparel – pure, effortless and enduring. Like the spa and salon professionals who inspired it, Vérité by Barco is a catalyst for transformation, revealing the true beauty within. Its use of ultra-soft fabrics, clean lines, elegant details and meticulous workmanship awaken the senses, soothe the spirit and stand the test of time.

“Barco Uniforms is driven to design apparel that people love to wear,” said Kyle Weiner, Executive Vice President and COO of Barco Uniforms. “Our 80-year heritage in designing and manufacturing uniforms is an ideal match for the fast-growing spa industry. Our ability to leverage our existing manufacturing and sourcing relationships combined with our arcTechnology™ and our award-winning designers enables spa customers to take advantage of our experience designing uniforms for use in some of the most demanding work environments.”

Barco Uniforms’ debut spa collection, Vérité by Barco, with its unique balance of sophisticated, functional style and unparalleled durability, was expressly created to convey confidence and lift the spirits of discerning spa professionals so they can focus on rejuvenating their clients. The refreshing Vérité by Barco Collection includes a unisex apron, pants and a range of timeless tops for women and men. The Women’s Collection includes the Sahar short sleeve, Gemma knit and Adena jackets; Tria short sleeve tee; Donata short sleeve polo; Terra tunic top,



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Mona mandarin tunic, Alessa Moroccan tunic, Bianca and Amira short sleeve tunics, and Lana pant. The men's collection features the Lucca cargo pant, Taccio short sleeve tee, Dante short sleeve polo and Ennio shirt.

**Vérité by Barco Fabric Technology**

"In essence, spa professionals, like medical professionals, are in the business of taking care of people," Mr. Weiner added. "The spa market's demand for premium-quality style and luxurious fabrics plays to Barco Uniforms' strengths in design and fabric innovation."

Vérité by Barco is the first Barco Uniforms' collection to use arcDry™, which wicks moisture away to keep professionals dry and comfortable. arcDry emanates from Barco Uniforms' arcTechnology or Advanced Research Clothing™ Technology, the science behind Barco Uniforms that gives customers greater uniform performance. In addition, many of the uniforms in the Spa Collection use arcTechnology™, including: arcFlex™, which gives the uniforms flexibility and the professionals who wear them freedom of movement that leaves each person looking and feeling their best even through the longest shift; and arcRelease™, which has a soil-release finish that helps lift the most challenging stains.

**Barco Uniforms**

Barco Uniforms®, a recognized leader in the uniform industry, fuses innovative fabric technology and fashion-forward design to create uniforms that inspire individuals and enhance the work environment. From its versatile, widely appealing Medical Collections to its corporate Identity solutions, Barco Uniforms is committed to making professional attire that people love to wear. For more information, visit [www.barcouniforms.com](http://www.barcouniforms.com).

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