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immediate release

**HELEN OF TROY LIMITED
REVISES LICENSE AGREEMENTS WITH
REVLON CONSUMER PRODUCTS CORPORATION
FOR REVLON® BRAND NAME RIGHTS FOR NEXT 59 YEARS**

EL PASO, Texas, Feb. 17 – Helen of Troy Ltd. (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care products, today announced that it has recently revised its existing trademark licensing agreements for the Revlon® brand name. Helen of Troy and Revlon Consumer Products Corporation have entered into revised long term licensing agreements, which including renewal options extends the agreements for a total of fifty-nine years.

The revised agreements expand the North American geographic coverage area to include Mexico for appliances, spa products, brushes and hair accessories. Additionally, the license agreements allow for the sale of fashion hair accessories on a worldwide basis except in Western Europe. With existing renewal options, the agreements now extend to December 31, 2062.

Gerald J. Rubin, Chairman, Chief Executive Officer and President of Helen of Troy Limited, stated “Over the past ten years, we have enjoyed a strong and mutually beneficial business relationship with Revlon Consumer Products Corporation. We are very proud to be associated with Revlon, one of the world’s leaders in cosmetics, skin care, fragrances and personal care.

“Going forward, we expect to continue to expand our global market with the highly recognized and respected Revlon trade name. We now possess the Revlon license rights for our personal care categories on a worldwide basis, except for Western Europe,” Rubin concluded.

Helen of Troy Limited is a leading designer, producer and marketer of brand name personal care 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, paraffin baths, liquid hair styling products, body powder and skin care products. The Company’s products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trade marks including Vidal Sassoon®, licensed from The Procter & Gamble Company, Revlon®, licensed from Revlon

Consumer Products Corporation, Dr. Scholl's® , licensed from Schering-Plough HealthCare Products, Inc., Sunbeam® licensed from American Household, Inc., Sea Breeze®, licensed from Shisheido Corporation, and Vitapointe® licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned trade names include Brut®, Vitalis®, Final Net®, Ammens®, Condition 3-in-1®, Dazey®, Caruso®, Karina®, DCNL™, Nandi™, Isobel™, and WaveRage®. The Company also markets hair and beauty care products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, and Wigo® trademarks to the professional beauty salon industry.

This press release may contain certain forward-looking statements, which are subject to change. A number of risks or uncertainties 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 to not place undue reliance on forward-looking statements. The actual results may differ materially from those described in any 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. 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, 2003 and Form 10-Q's for the quarters ended May 31, 2003, August 31, 2003, and November 31, 2003.

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