

Helen of Troy[®]

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immediate release

**HELEN OF TROY LIMITED
ANNOUNCES NEW TONI & GUY LICENSING
AGREEMENT FOR INTERNATIONAL BUSINESS**

EL PASO, Texas Apr. 12 - Helen of Troy Limited (NASDAQ, NM: HELE), designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced a license agreement with Mascolo Limited of the United Kingdom for the use of the Toni & Guy brand name for hair care appliance products.

Helen of Troy Limited will introduce a complete line of hair care appliance products under the Toni & Guy brand name that will include hair dryers, straighteners, stylers, tongs and a line of male grooming hair care appliances. Initial marketing will commence in the United Kingdom, followed by Western Europe and portions of Asia, with product shipments to begin during the third fiscal quarter.

Through its salon and wet goods products, Toni & Guy has helped to change the face of hairdressing on an international scale, with its presence and strong brand identity in 35 countries. In the U.K., the Toni & Guy brand dominates the high-end market and enjoys a reputation for quality combined with the pursuit of cutting-edge modernity. The brand is constantly evolving both artistically and commercially, driven by a dynamic and modern vision aimed at today's young style chameleons. Toni & Guy's consumers are image conscious with lots of attitude, edge and fashion led buying power.

Gerald J. Rubin, Chairman, Chief Executive Officer and President, commenting on the new license, stated, "We are very pleased that we were able to obtain the rights to use the Toni & Guy brand name for a new line of international hair care appliances. Helen of Troy's UK office, based in Sheffield, England, which currently markets a wide range of cutting-edge electrical health and beauty products under major international brand names, will manage the Toni & Guy appliance business.

"Helen of Troy is excited to bring the Toni & Guy brand into our portfolio and provide the rapidly growing youth and fashion markets with cutting edge electrical hair tools. In the United Kingdom the positioning of the Toni & Guy brand will complement all of our other branded product offerings, providing a full range of products for our retail partners," Rubin concluded.

Helen of Troy Limited is a leading designer, producer and global marketer of brand-name personal care and household consumer products. The Company's personal care 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 household products include consumer products in the kitchen, cleaning, barbecue, barware, storage, organization, garden, hardware, trash and automotive categories. 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®, Health at Home® and Health o meter® licensed from Sunbeam Products, Inc., Sea Breeze®, licensed from Shiseido Company Ltd., and Vitapointe®, licensed from Sara Lee Household and Body Care UK Limited. Helen of Troy's owned brands include OXO®, Good Grips®, Brut®, Vitalis®, Final Net®, Ammens®, Condition 3-in-1®, Skin Milk®, Epil-Stop®, Dazey®, Caruso®, Karina®, DCNL™, Nandi™, and Isobel™. The Company markets hair and beauty care products under the Helen of Troy®, Hot Tools®, Hot Spa®, Salon Edition®, Gallery Series®, and Wigo® owned brands to the professional beauty salon industry.

This press release may contain forward-looking statements, which are subject to change. The forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any or all of the forward-looking statements may turn out to be wrong. They can be affected by inaccurate assumptions or by known or unknown risks and uncertainties. Many of these factors will be important in determining the Company's actual future results. Consequently, no forward-looking statement can be guaranteed. Actual future results may vary materially from those expressed or implied in any forward-looking statements. The forward-looking statements are qualified in their entirety by a number of risks that 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 not to place undue reliance on 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. The forward-looking statements contained in this press release should be read in conjunction with, and are subject to and qualified by, the risks described in the Company's Form 10-K for the year ended February 28, 2005 and the Form 10-Q for the quarters ended May 31, 2005, August 31, 2005, and November 30, 2005. These risks are generally provided in our public filings under the heading "Forward-Looking Information and Factors That May Affect Future Results." Investors are urged to refer to the risk factors referred to above for a description of these risks.

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