

Helen of Troy

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immediate release

HELEN OF TROY LIMITED ANNOUNCES ACQUISITION OF SKIN MILK® AND TIMEBLOCK® BRANDS FROM NATERRA INTERNATIONAL, INC.

EL PASO, Texas, Sept. 30 — Helen of Troy Limited (NASDAQ, NM: HELE) designer, developer and worldwide marketer of brand-name personal care and household consumer products, today announced that it has acquired the Skin Milk® and TimeBlock® brands of skin care products from Naterra International, Inc. of Dallas, Texas. Terms of the transaction were not announced.

These brands will complement and expand the range of skin and hair care products being marketed by Idelle Labs, the Company's grooming, skin and hair care division. Idelle Labs also markets a variety of personal care products under the Brut®, Vitalis®, Final Net®, Ammens®, Sea Breeze®, Condition 3-in-1®, and Vitapointe® brand names. Sales of the Skin Milk® and TimeBlock® product lines for the fiscal year ending February 28, 2006 are anticipated to be approximately \$15 million.

The Skin Milk® line of products capitalizes on the natural benefits of milk products in skin care. The brand, which currently includes facial wash and scrub, shower gel, and body lotions and creams, is available in a wide range of mass merchandisers, drug and grocery stores.

Launched earlier this year, the TimeBlock® line of products includes Line Control Serum, Firming Eye Cream, Daily Moisturizer and other products, all of which contain Indol-3™. Helen of Troy has obtained patent rights to Indol-3™, which in clinical studies has been shown to visibly reduce the appearance of fine lines and other signs of aging.

Gerald J. Rubin, Chairman, Chief Executive Officer and President of Helen of Troy stated, "We see great potential in the Skin Milk® and TimeBlock® brands. The anti-aging product category is one of the fastest growing consumer product segments, and with the addition of these brands we believe we will be better positioned to participate in that growth. By combining these brand names with the strength of our sales, marketing and distribution capabilities, we are confident that these exciting brands can become significant contributors to the Helen of Troy family of branded consumer products."

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 product tools in the kitchen, cleaning, barbecue, barware, storage, organization, garden and automotive categories. The Company's products are sold by mass merchandisers, drug chains, warehouse clubs and grocery stores under licensed trademarks 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®, Brut®, Vitalis®, Final Net®, Ammens®, Condition 3-in-1®, Skin Milk®, TimeBlock®, 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 forward-looking statements included in this release include (i) the amount of the anticipated sales of the Skin Milk® and TimeBlock® product lines which were derived from management's analysis of forecasted future sales (ii) the health related benefits which may be derived by a user of the products, and (iii) the possible future contributions of these products to the growth of the Company. Readers are also cautioned that the products are not subject to regulation by the Federal Drug Administration and the clinical studies referred to in this press release are privately funded research studies by the seller. 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 is included in the Company's Form 10-K for the year ended February 29, 2004, and the Form 10-Q dated May 31, 2004.

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