

**For immediate release:**

Jafra Cosmetics International Graduates their first Class of Certified Principle Based Leaders (CPBL)

Agoura Hills, Calif., (June 27, 2007) --- Transcende, a talent management technology company based in Agoura Hills, Calif., and Jafra Cosmetics International, a premier cosmetics, health and beauty aids company, announced the graduation of the first class of Certified Principle Based Leaders (CPBL) on June 12, 2007.

“We were thrilled to provide a solution for Jafra’s critical need to develop their next level of executive leaders. They selected our PBeCoaching system to strengthen each of their leaders ‘soft skills’ through our internet subscription-based system for values-based leadership development,” said Art Hobba, CEO of Transcende.

Sandra Ortiz, Director of Human Resources and Development at Jafra Cosmetics International said. “We implemented PBeCoaching across the board for our Key Executive Group which is dispersed over 3 continents. Over 90% reported that they experienced significant personal and professional growth through the experience of using PBeCoaching over a period of 6 months with only a 1 hour per week investment in time. All of them noted that their sense of self awareness was significantly higher and said that they are better leaders of their teams because of this tool. We look forward to using PBeCoaching for our next class.”

Following completion of the process, executives completed “Journey Essays” chronicling personal experiences over the course of the PbeCoaching cycle in working toward recognition as Certified Principle Based Leaders (CPBL).

## The Solution

Both the PBL Profile and the PBeCoaching System were used in tandem to accomplish these improvements. The PBL Profile is a simple yet thorough 12-minute online assessment test that measures competence on over 72 leadership attributes and character traits delivered in a 24-page “valuemetric” report. From this assessment, the PBeCoaching system generates and delivers individualized leadership development instruction and mentoring through interactive web based eCoaching over a six-month period (to complete PBLearning I).

A total of 5 Applications are available allowing the User-Coachee to experience 30 months of self-improvement covering 25 different people-skills. Modules include PBLearning I and II, Managing, EQ'ing-emotional Intelligence and Evolving. These skills are needed through many jobs including sales and customer service, as well as leading.

The PBeCoaching development process integrates goal setting, a before and after 360° peer review, on the job activities and personalized follow-on testing, all tailored to the unique profile of each participant. PBeCoaching also provides personal growth measurements, eMentoring and accountability reporting for both individual participants and their management. PBeCoaching works from the “inside out” to build better, stronger leaders at a small fraction of the cost of traditional executive coaching.

To review the PBeCoaching products offered by Transcende go to [http://www.transcende.com/PBe\\_Coaching.html](http://www.transcende.com/PBe_Coaching.html)

## About Transcende

Transcende is a talent management technology-based solutions company whose mission is to leverage the internet, training, and eCoaching to improve

organizational performance in leaders, managers and salespeople while enhancing individual career fulfillment. Transcende fulfills this mission through Principle Based Leadership™, the Virtual Leadership and Sales Training, combined with its proprietary PBeCoaching™ System, Virtual Leader Profile™, and SELLER Selling™ serving companies and individuals worldwide. The company also provides organizational development services including succession planning, hiring/onboarding, and career pathing solutions to accelerate competitive advantage for their clients. For more information, please visit [www.transcende.com](http://www.transcende.com).

#### About Jafra Cosmetics International

Jafra Cosmetics International is a direct seller of skin and body care products, color cosmetics, fragrances and other personal care products since 1956. Additional information about Jafra may be accessed at the company's website [www.jafra.com](http://www.jafra.com)

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