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**PERT® PLUS REVEALS WINNERS
OF 2011 MiLB™ STARS VOTING CONTEST**
Fans Tap Alonso and Teheran as First Generation PERT Plus MiLB Stars

DANBURY, Conn. (Sep. 7, 2011) – [PERT® Plus](#), the 2-in-1 shampoo and conditioner that gets men “in, out and done,” announced today the winners of the 2011 [PERT Plus MiLB Stars](#). Fans worldwide voted online for the Triple-A™ position player and pitcher whom they believe have the brightest futures. After nearly two months of voting on MiLB.com, fans have selected Yonder Alonso and Julio Teheran as this year’s winners.

Yonder Alonso, left fielder for the Louisville Bats, was dubbed the winning hitter. Alonso was born in Havana, Cuba, and attended the University of Miami, where he played three seasons for the Hurricanes. The 24-year-old left fielder hit .296 in 91 games for the Bats before the Cincinnati Reds brought him up to the Majors at the end of July.

“It is an honor for myself and my teammates,” said Alonso. “They have made it possible for me to do well. I feel grateful for the fans noticing my contributions to the team day in and day out. I thank them for voting for me.”

“Yonder is a professional hitter,” said Rick Sweet, manager for the Louisville Bats. “He will hit in the major leagues just like he did at the minor league level. He hits for power, average and drives in runs. He is one of the best hitters that I’ve ever had.”

The winning pitcher is 20-year-old Julio Teheran of the Gwinnett Braves, who was named the International League’s Most Valuable Pitcher and Rookie of the Year. Teheran, who hails from Cartagena, Colombia, leads the league with 15 wins and a 2.22 ERA and is considered one of the top prospects in all of baseball.

"I am very happy for this award," said Teheran through a translator. "It really is about my teammates, too. They have helped me win every game and get to this level of success. I want to continue working hard every day to prove myself as a good pitcher."

"Julio has been lights out for us all year. He was great when he was called up in May, and he is going to be a very good pitcher for the Braves," said Dave Brundage, manager for the Gwinnett Braves. "It's really nice to see that the fans recognize that, too. He has just been huge for us. I think he will continue to develop into a special one in the future as he moves on to the big club."

“PERT Plus is a product that celebrates a no-fuss lifestyle and allows busy men to get out and enjoy the things they love to do most, like attend sporting events and enjoy time with their family and friends,” said Rick Cutler, director of marketing, PERT Plus. “Our sponsorship with Minor League Baseball was a natural tie-in and after a tremendous season we’re excited to support both Alonzo and Teheran, two young men poised to become the next generation of superior athletes.”

“The Pert Plus MiLB Stars awards recognize some of the game’s up and coming stars as chosen by the fans,” said Rod Meadows, Minor League Baseball’s Vice President of Sales & Marketing. “For the winners, an award of this kind represents taking another step closer to accomplishing their dream of playing in the major leagues. The collaboration between Minor League Baseball and Pert Plus in identifying these outstanding players is one we look forward to continuing for years to come.”

For more information about Pert Plus, visit www.facebook.com/pert2in1.

About Idelle Pert Plus is distributed by Idelle Labs Ltd., a division of Helen of Troy Limited (NASDAQ, NM: HELE), based in El Paso, TX. Idelle Labs manufactures and distributes personal care products including PERT Plus, Infusium, Brut, and Sure in the United States and Canada.

About Minor League Baseball

Minor League Baseball, headquartered in St. Petersburg, Fla., is the governing body for all professional baseball teams in the United States, Canada, Venezuela, and the Dominican Republic that are affiliated with Major League Baseball clubs through their farm systems. The Mexican League and Mexican Academy are also members of the organization, but are not affiliated with any MLB clubs. Total membership includes 20 leagues and 246 clubs.

Fans are coming out in unprecedented numbers to this one-of-a-kind experience that can only be found at our ballparks. In 2010, the 176 clubs that charge admission attracted more than 41.4 million fans to their ballparks to see the future stars of the sport hone their skills. From the electricity in the stands to the excitement on the field, Minor League Baseball has provided affordable family-friendly entertainment to people of all ages since its founding in 1901.

For more information about Minor League Baseball, visit www.milb.com <http://www.facebook.com/minorleaguebaseball> <http://twitter.com/MinorLeagues>

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