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Do you love Classic Hollywood Films? Do lavish lifestyles excite you? Well, now is your opportunity to be part of formulating a legacy and to rub shoulders with celebrities, and the like when we celebrate "the world's greatest entertainer," Ms. Judy Garland for what would be her 100th birthday!



FORMULATING A LEGACY

**IN HONOR OF MS. GARLAND'S 100th BIRTHDAY CELEBRATION, JUNE 10, 2022
LORNA LUFT, LIZA MINNELLI AND THE JUDY GARLAND HEIRS TRUST SIGN WITH
TURNKEY BEAUTY, INC., TO CREATE JUDY GARLAND FRAGRANCE**

- Cosmetic Chemist & 'Certified Nose', Vince Spinnato is tapped to develop a fine fragrance called 'Judy' -
"It will be a unisex fragrance that captures the essence of Judy Garland and evokes memories of our mother," says Luft.
"It's wonderful to be able to celebrate my mother's legacy in this special way. She would have been thrilled!" adds Minnelli.



ABOUT VINCE SPINNATO & TURNKEY BEAUTY

With more than 25 years of experience in the personal care, cosmetics, and fine fragrance industries, **Vince Spinnato**, a cosmetic chemist, certified nose, executive and marketer has become one of the leading names in the refinement and development of new products and private label lines for beauty brands and fine fragrances. Through the years, he has worked with numerous cosmetics and healthcare companies such as Chanel, Limited (Victoria Secret, Bath & Body Works), Gap/Banana Republic, P&G, J&J Trader Joes, Whole Foods, Kmart/Sears and many others. Spinnato has also worked on developing new products for celebrities including Ole Henriksen, Michael Jordan, Jennifer Lopez, Jessica Simpson, Lilian Garcia, Carrie Underwood, Pitbull, French Montana and others.

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PRESS
 136M Impressions



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VINCE SPINNATO HAS FORMULATED OVER \$1BILLION IN BEAUTY SALES FOR HIS CLIENTS

[Los Angeles – June 10, 2021] - [Vincenzo \(Vince\) Spinnato](#), Cosmetic Chemist, 'Certified Nose' and President/CEO of [TurnKey Beauty, Inc.](#), based in Capistrano Beach, CA, has been chosen by Lorna Luft, Liza Minnelli and The [Judy Garland Heirs Trust](#) to develop a fine fragrance in honor of the late legendary actress, recording artist, and entertainer [Judy Garland](#). The unisex fragrance, to be called '[Judy – A Garland Fragrance by Vincenzo Spinnato](#)', will be released June 10th, 2022, the 100th anniversary of Ms. Garland's birth.

Luft read Spinnato's new book, "[My Pursuit of Beauty – The Glitz, The Glam and the Batsh*t Crazy](#)" and tried Spinnato's new product line, [Caviar & Diamond](#) – and loved them both. After meeting in California, they decided to work together.



EVENT VENUE - Hollywood, California



Judy

Join us for the ultimate ‘JUDY GARLAND Experience’!

Old Hollywood comes alive the evening of **June 10th, 2022**, the **100th birthday** of legendary actress and entertainer, **Judy Garland**. Mingle, reminisce and embrace the night’s activities in Hollywood, CA, as we celebrate the birthday of this iconic star with the introduction of a fragrance created for this special occasion:

JUDY – A Garland Fragrance by Vincenzo Spinnato

Judy loved her fans. And they loved her – and still do! Therefore, for a limited time offer, we are providing Ms. Garland’s Fans with an opportunity to personally experience ‘Judy’s Birthday Gala’ with her family, ‘Certified Nose’ Vincenzo (Vince) Spinnato and other invited honorary guests.

Six (6) levels of sponsorships have been created for the ultimate ‘Judy Garland Experience’. Please know sponsorships and guests are limited in number. Don’t miss out! We’d love to see you on June 10th, 2022!

Limited Exclusive Sponsorships Available for GALA

\$5,000 Sponsorship – ‘Embraceable You’

- One (1) Priority Seating Ticket to Exclusive June 10th GALA in Hollywood, CA *
- Name Mention on Judy Garland Fragrance Website (*Thank you*)
- JUDY Fragrance Event Poster (*signed*)
- A limited edition bottle of the JUDY Fragrance

*Donors are responsible for flight/travel arrangements to/from L.A.

\$10,000 Sponsorship – ‘Me & My Gal’

- Two (2) Priority Seating Tickets to Exclusive June 10th GALA in Hollywood, CA *
- Name Mention on Judy Garland Fragrance Website (*Thank you*)
- JUDY Fragrance Event Poster (*signed*)
- Two (2) limited edition bottles of the JUDY Fragrance
- Signed copy of Vince Spinnato’s book, *My Pursuit of Beauty, The Glitz, The Glam and The Batsh*t Crazy*

*Donors are responsible for flight/travel arrangements to/from L.A.



Judy

Limited Exclusive Sponsorships Available for GALA

\$25,000 Sponsorship – ‘Once in a Lifetime’

- Two (2) Premium Tickets to Exclusive June 10th GALA in Hollywood, CA *
- Name Mention on Judy Garland Fragrance Website (Thank you) – and in Gala Program/June 10th
- JUDY Fragrance Event Poster (signed)
- Two (2) limited edition bottles of the JUDY Fragrance
- Signed copy of Vince Spinnato’s book, *My Pursuit of Beauty, The Glitz, The Glam and The Batsh*t Crazy*
- Early Arrival VIP Treatment at Gala/June 10th (including car service to and from hotel; walking the Red Carpet; and photo op with the Garland family and Vincenzo Spinnato)
- One (1) Gift Set of Caviar & Diamond – (4) Prestige Skincare Products are included in each gift set (retails at \$1,500 per gift set)

*Donors are responsible for flight/travel arrangements to/from L.A.

\$50,000 Sponsorship – ‘You Made Me Love You’

- Four (4) Premium Tickets to Exclusive June 10th GALA in Hollywood, CA *
- Name Mention on Judy Garland Fragrance Website (Thank you) – and in Gala Program/June 10th
- JUDY Fragrance Event Poster (signed)
- Four (4) limited edition bottles of the JUDY Fragrance
- Signed copy of Vince Spinnato’s book, *My Pursuit of Beauty, The Glitz, The Glam and The Batsh*t Crazy*
- Early Arrival VIP Treatment at Gala/June 10th (including car service to and from hotel; walking the Red Carpet; and photo op with the Garland family and Vincenzo Spinnato)
- Two (2) Gift Sets of Caviar & Diamond – (4) Prestige Skincare Products are included in each gift set (retails at \$1,500 per gift set)
- END CREDITS (Thank You) in Show Content
- Two (2) rooms/one free night’s stay, June 9th or June 10th, at Hollywood hotel located near Gala

*Donors are responsible for flight/travel arrangements to/from L.A.



Judy

Limited Exclusive Sponsorships Available for GALA

\$75,000 Sponsorship – ‘Get Happy’

- Six (6) Premium Tickets to Exclusive June 10th GALA in Hollywood, CA. *
 - Name Mention on Judy Garland Fragrance Website (*Thank you*) – and in Gala Program/June 10th
 - JUDY Fragrance Event Poster (*signed*)
 - Six (6) limited edition bottles of the JUDY Fragrance
 - Signed copy of Vince Spinnato’s book, *My Pursuit of Beauty, The Glitz, The Glam and The Batsh*t Crazy*
 - Early Arrival VIP Treatment at Gala/June 10th (*including car service to and from hotel; walking the Red Carpet; and photo op with the Garland family and Vincenzo Spinnato*)
 - Three (3) Gift Sets of Caviar & Diamond – (4) Prestige Skincare Products are included in each gift set (*retails at \$1,500 per gift set*)
 - END CREDITS (*Thank You*) in Show Content
 - Six (6) Passes for a private tour of museum (*based on Museum’s availability at time of request*)
 - Six (6) Invitations to intimate, ‘exclusive’ Cocktail Party at The Prospect Hotel the night before the Gala, June 9th, 2022
 - Three (3) Rooms/Two Free Night’s Stay, June 9th and June 10th, at Hollywood hotel located near Gala
 - Private Tour to The Judy Garland Pavilion, Hollywood Forever Cemetery, final resting place for Ms. Garland (*Transportation Provided*)
 - A 30 Minute ‘Sit-Down’ with Vince Spinnato to answer questions, talk about your skin care regime, etc. Your choice.
- *Donors are responsible for flight/travel arrangements to/from L.A.



Judy

Limited Exclusive Sponsorships Available for GALA

\$100,000 Sponsorship – 'Over the Rainbow'

- Eight (8) Premium Tickets to Exclusive June 10th GALA, Hollywood, CA. *
- Name Mention on Judy Garland Fragrance Website (*Thank you*) – and in Gala Program/June 10th
- JUDY Fragrance Event Poster (*signed*)
- Eight (8) limited edition bottles of the JUDY Fragrance
- Signed copy of Vince Spinnato's book, *My Pursuit of Beauty, The Glitz, The Glam and The Batsh*t Crazy*
- Early Arrival VIP treatment at Gala/June 10th (*including car service to and from hotel; walking the Red Carpet; photo op with the Garland family and Vincenzo Spinnato; and private museum tour including viewing of Ruby Red Slippers*)
- Four (4) Gift Sets of Caviar & Diamond – (4) Prestige Skincare Products are included in each gift set (*retails at \$1,500 per gift set*)
- END CREDITS (*Thank You*) in Show Content
- Eight (8) Passes for a private tour of museum (*based on Museum's availability at time of request*)
- Eight (8) Invitations to intimate, 'exclusive' Cocktail Party at The Prospect Hotel the night before the Gala, June 9th, 2022
- Four (4) Rooms/Two (2) Free Night's Stay, June 9th and June 10th, at Hollywood hotel located near Gala
- Private, Hollywood Experience Tour of Famous Judy Garland Sites (*including to The Judy Garland Pavilion, Hollywood Forever Cemetery, final resting place for Ms. Garland; House where Ms. Garland lived; Hollywood Walk of Fame; Footprints at Grauman's Chinese Theatre (Transportation Provided)*)
- A Personal Tour of TurnKey Lab where Judy Garland Fragrance was created (*including catered lunch*) and Vince Spinnato developing a personal fragrance just for you! (*Transportation Provided*)

*Donors are responsible for flight/travel arrangements to/from L.A.

