

BUYINS.NET

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KEY DATA POINTS INSIDE

Daily Short Volume

Naked Short Volume

Market Maker Friction

RECENT BONI NEWS

- Bonamour Receives CFS Certification from the Personal Care Products Council for Export Registration for Malaysia Business Wire (Mon, Feb 24)

- Bonamour Engages Award Winning Blue C Advertising for Product Branding Business Wire (Thu, Feb 13)

- Bonamour Receives CFS Certification from the Personal Care Products Council for Export Registration for Singapore and Vietnam Markets Business Wire (Wed, Dec 18)

- BONAMOUR, INC. Financials EDGAR Online Financials (Fri, Nov 15)

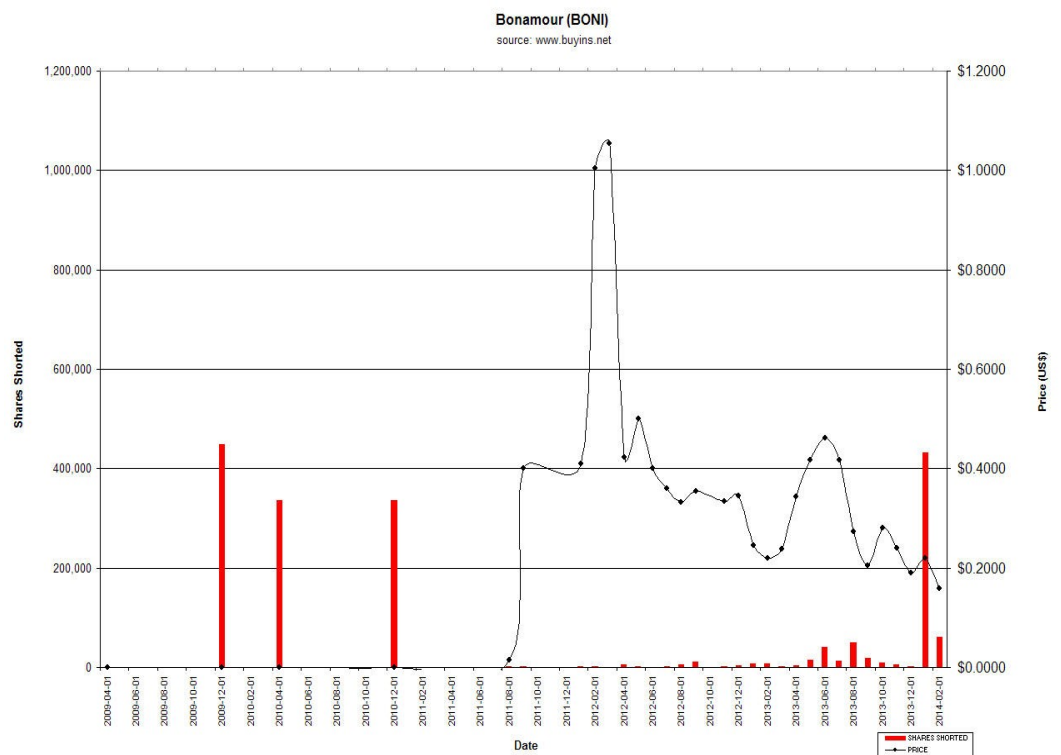
- BONAMOUR, INC. Files SEC form 10-Q, Quarterly Report EDGAR Online (Wed, Nov 6)

- BONAMOUR, INC. Files SEC form 10-Q, Quarterly Report EDGAR Online (Wed, Aug 14)

- Bonamour Introduces \akte-vât™ Activating Mineral Mist to its Line of Anti-Aging Skincare Products

BUYINS.NET offers a proprietary research and trading service uncovering illegal naked short selling in stocks on the NYSE, AMEX, NASDAQ, OTCBB and PINKSHEETS. For more information please visit www.buyins.net

BONI SHORT SELLERS



Starting in late 2009 short sellers have shorted BONI. Shorts have increased their activity which warrants close investigation. Buyins.net will report the results of its surveillance on a monthly basis.

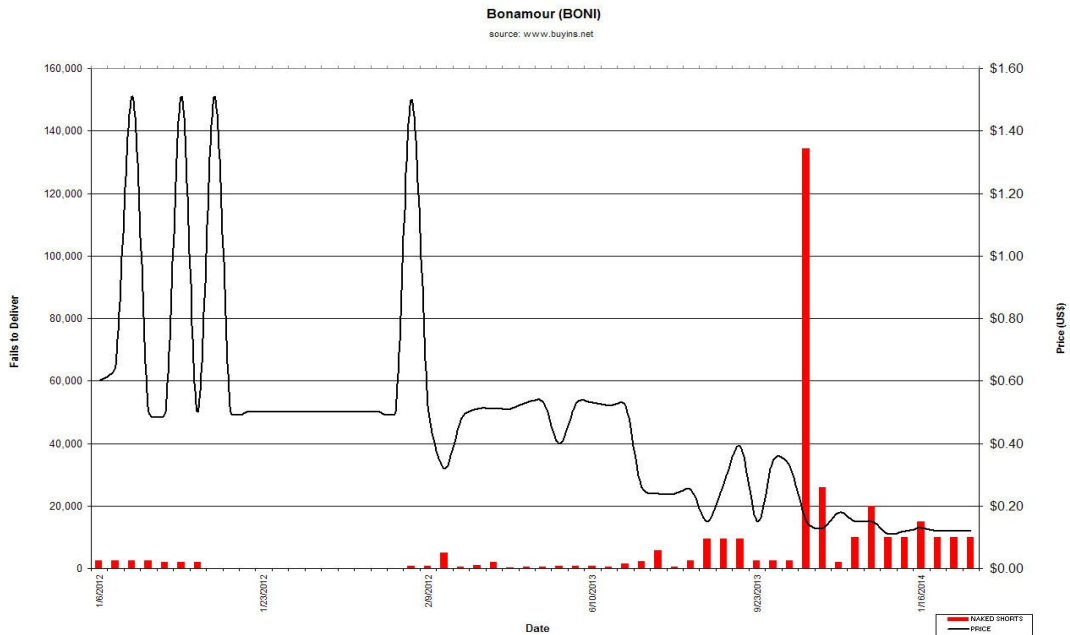
OVERVIEW OF BONI SHORT SALE DATA

After careful analysis of BONI short sale, naked short sale and market maker friction factor data it is clear that BONI has had persistent issues with short sellers who have been aggressive recently. Short sellers have been building a sizable

position in shares of BONI and market makers have made a neutral market lately. New evidence of daily short sellers shorting shares of BONI has now come to light as the SEC has finally given Buyins.net access to

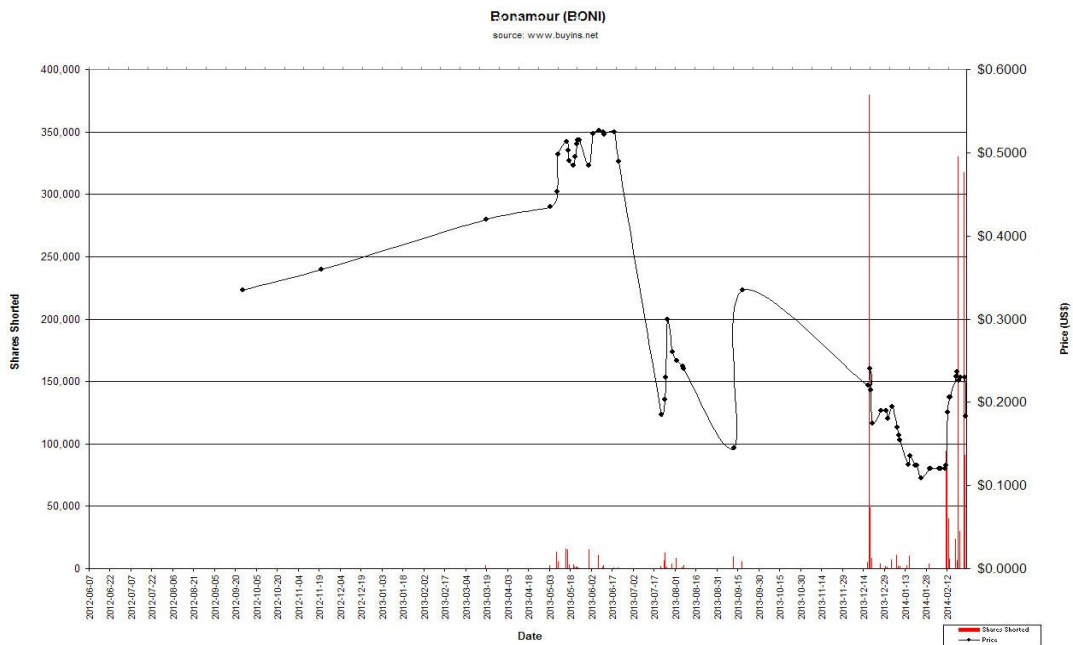
DAILY short sale data which is updated every night. Protecting BONI from abusive shorting is a high priority.

DAILY FAILURE TO DELIVER DATA (NAKED SHORTS) IN BONI



Failures to Deliver in BONI have been a small issue as short sellers have been lax at complying with Regulation SHO since early 2013. Buyins.net will continue to monitor and report short sellers for non-compliance with Regulation SHO borrow requirements.

NEW DAILY SHORT SALE TRADING VOLUME STARTING 6-7-12



Shorts have recently been aggressively shorting BONI on a daily basis. An average of 16.84% of daily trading volume is short selling.

MARKET MAKER SURVEILLANCE SYSTEM (FRICTION FACTOR)

Date	Change	BuyVol	SellVol	NetVol	Friction
2/25/2014	-\$0.050	182,897	503,189	-320,292	-64,058
2/24/2014	-\$0.010	749,399	989,161	-239,762	-239,762
2/21/2014	-\$0.036	34,950	506,371	-471,421	-130,950
2/20/2014	\$0.046	558,493	609,565	-51,072	Bullish Bias
2/19/2014	-\$0.030	19,820	94,386	-74,566	-24,855
2/18/2014	\$0.010	70,000	61,600	8,400	8,400
2/14/2014	\$0.030	167,700	145,386	22,314	7,438
2/13/2014	\$0.010	100,500	176,500	-76,000	Bullish Bias
2/12/2014	\$0.040	202,500	35,850	166,650	41,663
2/11/2014	\$0.031	266,650	293,200	-26,550	Bullish Bias
2/10/2014	\$0.009	4,000	5,000	-1,000	Bullish Bias
2/7/2014	\$0.000	86,800	11,800	75,000	Bearish Bias
2/6/2014	\$0.000	3,500	0	3,500	Bearish Bias
1/31/2014	\$0.000	5,000	0	5,000	Bearish Bias
1/30/2014	\$0.010	4,000	0	4,000	4,040
1/24/2014	-\$0.040	12,300	500	11,800	Bearish Bias
1/23/2014	\$0.060	21,000	21,000	0	Bullish Bias
1/17/2014	\$0.004	1,000	0	1,000	2,439
1/16/2014	-\$0.005	56,500	350	56,150	Bearish Bias
1/15/2014	\$0.005	275	0	275	550
1/14/2014	\$0.010	37,665	22,233	15,432	15,432

The above data is used to calculate if a fair market is being made in the shares of BONI. 52% of recent trading days are positive or bullishly biased and 48% of trading days are negative or bearishly biased. There is a neutral market being made in BONI in the past 21 trading days.

Friction Factor determines if there is normal or abnormal behavior in the price action of the stock when compared to the buying vs. selling trading statistics. It calculates number of net shares of buying or selling to move price +/- one cent.

Here is how to understand Friction Factor:

1. If Friction Factor is positive, more buying than selling caused BONI's price to rise
2. If Friction Factor is negative, more selling than buying caused BONI's price to fall
3. If Friction Factor is 0, there was no discernable activity either way
4. If Friction Factor is abnormal, it means that there is either a bearish bias or a bullish bias to how market makers are making market in your stock.

AG SqueezeTrigger Price is \$18.41. There is \$22,222,374 That Short Sellers Still Need To Cover.

[Release Date: 08/21/2012 07:42 PDT]

August 21, 2012 / M2 PRESSWIRE / BUYINS.NET / www.squeezetrigger.com is monitoring FIRST MAJESTIC SILVER CORP (NYSE:AG) in real time and just received an alert that AG is crossing above its primary SqueezeTrigger Price, the price that a short squeeze can start in any stock. There are 1183300 shares that have been shorted at the volume weighted average SqueezeTrigger Price of \$18.41. To access SqueezeTrigger Prices ahead of potential short squeezes beginning, visit <http://www.squeezetrigger.com>.



The above report was issued on August 21, 2012 when AG was trading at \$18.41 per share. The report included data on short selling, naked short selling and market maker friction factor and alerted investors and regulators that an unfair market was being made in shares of AG and that a short squeeze would begin if shares were to go above \$18.41 per share. The results were immediate and dramatic with AG going from \$18.41 to \$23.95 in only 4 weeks, a gain of 30%.

CLICK FOR REPORT: <http://www.buyins.net/releases/index.php?sym=ag&id=302400>

RECV SqueezeTrigger Price is \$2.70. There is \$10,912 That Short Sellers Still Need To Cover.

[Release Date: 08/07/2012 09:41 PDT]

August 7, 2012 / M2 PRESSWIRE / BUYINS.NET / www.squeezetrigger.com is monitoring Recovery Energy Inc (NASDAQ:RECV) in real time and just received an alert that RECV is crossing above its primary SqueezeTrigger Price, the price that a short squeeze can start in any stock. There are 4000 shares that have been shorted at the volume weighted average SqueezeTrigger Price of \$2.70. To access SqueezeTrigger Prices ahead of potential short squeezes beginning, visit <http://www.squeezetrigger.com>.



CLICK FOR REPORT: <http://www.buyins.net/releases/index.php?sym=recv&id=299022>

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Trading Solutions to Naked Short Selling

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BUYINS.NET WILL ISSUE A VARIETY OF REPORTS ON BONI

REGULATORY & COMPLIANCE NEWS

- Friction Factor – market maker surveillance system tracking Level II market makers in all stocks to determine Price Friction and compliance with new “Fair Market Making Requirements”
- RegSHO Naked Shorts – tracks EVERY failure to deliver in all US stocks and tracks all Threshold Security Lists daily for which stocks have naked shorts that are not in compliance with Regulation SHO

INVESTMENTS & TRADING

- SqueezeTrigger – 40 billion cell database tracks EVERY short sale (not just total short interest) in all US stocks and calculates volume weighted price that a short squeeze will begin in each stock
- Earnings Edge – predicts probability, price move and length of move before and after all US stock earnings reports
- Seasonality – predicts probability, price move and length of move based on exact time of year for all US stocks
- Group Trader – tracks sector rotation and stock correlation to its sector and predicts future moves in ALL sectors and industry groups
- Pattern Scan – automates tracking of every technical pattern and predicts time and size of move in all stocks
- GATS (Global Automated Trading System) – tracks all known trading strategies and qualifies and quantifies which are working best in real time

WHY BUYINS.NET IS BEST CHOICE FOR BONI MARKET INTEGRITY

The data we provide is extremely useful for BONI for the following reasons:

1. Stop naked short selling in shares of BONI
2. Break the market maker hold on Level II box causing so much price friction
3. Our SqueezeTrigger Reports that cross newswires and are sent to our 750,000 users help break the rest of the shorts
4. Discourage new short sellers from shorting your stock
5. Stop the negative perception that dropping stock price places on normal day to day business operations
6. Combined all of these facets help to stop the daily drain that the short attacks have on the company.

Here is a quick technology overview:

<http://www.buyins.com/brochure.pdf>

Background information on our CEO:

<http://www.buyins.com/images/tomronk.pdf>