

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Notice of Effectiveness

Effectiveness Date: December 30, 2009 5:30 P.M.

Form: S-4

CIK: [0000701985](#)

Company Name: LIMITED BRANDS INC

File Number: [333-163026](#)

CIK: [0001476456](#)

Company Name: Bath & Body Works Brand Management, Inc.

File Number: [333-163026-11](#)

CIK: [0001476455](#)

Company Name: Bath & Body Works, LLC

File Number: [333-163026-10](#)

CIK: [0001476454](#)

Company Name: beautyAvenues, Inc.

File Number: [333-163026-09](#)

CIK: [0000945676](#)

Company Name: INTIMATE BRANDS INC

File Number: [333-163026-08](#)

CIK: [0001476453](#)

Company Name: Limited Brands Direct Fulfillment, Inc.

File Number: [333-163026-07](#)

CIK: [0001476452](#)

Company Name: Limited Service Corp

File Number: [333-163026-06](#)

CIK: [0001476451](#)

Company Name: Limited Store Planning, Inc.

File Number: [333-163026-05](#)

CIK: [0001476450](#)

Company Name: Mast Industries, Inc.

File Number: [333-163026-04](#)

CIK: [0001476449](#)

Company Name: Victorias Secret Direct Brand Management, LLC

File Number: [333-163026-03](#)

CIK: [0001476448](#)

Company Name: Victorias Secret Stores Brand Management, Inc.

File Number: [333-163026-02](#)

CIK: [0001476447](#)

Company Name: Victorias Secret Stores, LLC

File Number: [333-163026-01](#)