

Cosmeceuticals and SkinBrands Announce Business Merger

Written by Australian Business

ESSEX, ENGLAND, February 02, 2014 /**24-7PressRelease**/ -- Cosmeceuticals Ltd and SkinBrands have announced an exciting business merger. The two companies are taking a game-changing step, combining into a single business power designed to provide the professional market with leading skincare brands and treatments.

The new company, which will be known as SkinBrands @ Cosmeceuticals, has a turnover of nearly GBP9 million with 8 full-time Business Development Managers on the road. The merger will see access to an increased level of sales and support. Comprehensive new training programmes will allow businesses to gain access and insight into a wider choice of skincare technologies that will support business growth, as well as help clients in their quest for effective and medically endorsed solutions to their skin concerns.

Cosmeceuticals Ltd have been bringing product innovation to the market for over 20 years, primarily with the original AHA brand MD Formulations and MD Forte, and then PRIORI from the Anti-Aging Authority. Vitage Advanced Antioxidant Skincare, DiamondTome Microdermabrasion, and Omnilux Light Therapy complete the portfolio of complementary brands.

Tracy Parkin, Director of the new enterprise said: "Cosmeceuticals have always been proud to offer the best in advanced skin technologies. This merger provides a fantastic opportunity to allow us to offer even more proven innovation and advanced training, for both medical and salon professionals in the UK and further establish the benefits of our leading skincare brands PRIORI and Vitage."

SkinBrands have been a leading force in the aesthetic industry for over a decade offering a wide portfolio of products that have been selected for their clinically proven efficiency. Their portfolio of brands includes Medik8, RevitaLash, SkinMedica, Apothoderm, Athena, Brush On Block, Clarisonic, Dermadart, Magnifibres, Nanogen, Skinn and Susan Posnick.

Tracey Beesley, Director of SkinBrands said: "We are delighted to be merging with such a successful, well-regarded company as Cosmeceuticals. Combined we'll be able to blend our resources in order to better service our customers growing needs, as well as the immense growth of brands like Medik8 and Revitalash."

All brands work synergistically within a salon, spa or medical business. The merger offers innovative and leading products, treatments, training and support.

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For more brand information please visit <http://www.cosmeceuticals.co.uk> or
<http://www.skinbrands.co.uk>