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NEWS RELEASE

FOR IMMEDIATE RELEASE

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BEAUTIFUL YOU, INC. EXPANDS PRODUCT LINE AND TERRITORIES COMPANY SAYS IT WILL SHOWCASE PRODUCTS AT FALL CONVENTION

SACRAMENTO, California, September 16, 2020—Beautiful You, Inc. announced today that new products will be added to its cosmetics line and the company will expand internationally. The announcement was made by Kassandra Wilmot, Beautiful You, Inc.’s CEO.

In response to customer interests, the company will add 16 new items to its product lines. The company will also add skin care products for men and essential oils as categories. The 16 new products, the three men’s products, and the 10 essential oils products have been developed over the past year and will be detailed at the company’s annual, fall convention on September 27, 2020. The company has also announced its international expansion to Australia, France, and the United Kingdom. Because of the new markets, Samuel Levin will serve as the company’s vice president for North America.

“Because we’re the fastest-growing direct seller in cosmetics in North America, it’s vital that we add to the product lines that we already have, as well as create new lines for our customers. Our company is growing and so are our lines,” said Wilmot.

Beautiful, You Inc. has continued to expand its personal care and cosmetics categories. The men’s product line will include a face moisturizer (“Men’s Face Guard”), an after-shave balm (“Cool Down”), and a fragrance (“Frontier”). This is the first time that the company has offered products for men. These products will be released this fall at the convention.

“We care about men too. Men care about their skin. We take our clients seriously and respond to their personal care and cosmetic needs,” said Wilmot.

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Essentials oils will be added to the company's line of products as well. Ten essential oils, including "Woodsie," "Desert Breeze," and "Ocean Morning," will be showcased at the fall convention as oils, but can also be used in air diffusers.

"I'm thrilled about the launch of our essential oils. We already use the natural oils in our products, so it was inevitable that we would create a product line out of them," said Wilmot.

With the company's expansion into the United Kingdom, France, and Australia, Samuel Levin will be the company's vice president international. His six-year experience as the North American vice president for Mary Kay, Inc. will benefit the company in its global expansion, says Wilmot.

"I've spent an immense amount of time traveling sophisticated Europe and creative Australia. I know what the people are like and I know what they like," said Wilmot. "Samuel Levin is someone I trust greatly. He will tend to the needs of the international territory while I spend more time with the North American countries."

Beautiful You, Inc. will be hosting 8,000 sellers at the company's annual sales event. The convention will be held at the Sacramento Convention Center on September 27. Wilmot will provide samples of new and customer favorite products, highlight the logistical aspects of the international expansion, give makeup demonstrations, and sell her new book, Natural Beauty. Three beauty experts who have been featured on the Netflix series "Beauty Trends" will also be speaking at the convention.

"I'm excited about sharing the news in depth with sellers who are intrigued by the personal touch of the company's direct selling and the touch of our products," said Wilmot. "Those who use our products will understand why our products are transformative, as their skin will be left feeling smoother than ever before and their makeup application will be irritation-free."

Wilmot will showcase her company's line and its 57 cosmetic and skin care products at the convention; these products include skin creams, nail colors, shampoos, conditioners, and fragrances.

About Beautiful You, Inc. (www.beautifulyouinc.com)

Beautiful You, Inc. sells cosmetics and personal care products through direct selling. The company was founded by Cassandra Wilmot in 2004. Wilmot began her experimentation with natural beauty products in college. She accompanied her discoveries with her blog, "Show your Beauty." Since then, the company has been selling in the U.S. and Canada with a sales force of more than 40,000 persons. All of the products are all-natural and animal cruelty free.

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TWEETS:

1. “How can you be you if you don’t feel beautiful? Confidence is everything. Experience our products at our sales event on September 27, 2020 at the Sacramento Convention Center. #BeYouBeautifulYou”
2. “Men. Your wife may like your scruffy beard, but she does not like your scruffy skin. #BeYouBeautifulYou”
3. “ ‘Eager to take on the role of vice president for Beautiful, You Inc. in North America, as well as try some more of the new Men’s product line.’ – Samuel Levin #BeYouBeautifulYou”
4. “Sophisticated Europe just got more sophisticated. We are serious business. Heading your way France and the United Kingdom with Beautiful, You Inc. #BeYouBeautifulYou”
5. “Australia you create—and so do we. Try our new essential oils to inspire your mind. #BeYouBeautifulYou”
6. “Ladies...and now gents! September 27, 2020 at the Sacramento Convention Center we will be hosting our annual fall sales event. Come try our more recent products and reoccurring customer favorites! The new lines for men’s care and essential oils will be available for demonstration. #BeYouBeautifulYou”

Supporting Materials

- I will send the journalist links to the website
- Attached: a high-resolution photo of the Beautiful, You Inc. team
- Attached: high-resolution photos from last year’s convention
- Attached: high-resolution images of the new product lines, as well as the other product lines
- Attached: news advisories for the annual sales event to tell the journalist about the event, in hopes that he/she will attend.

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