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CONTACT:

Harris Shepard
Harris Shepard Public Relations, Inc.
310.277.0437/kviola@harrisshepard.com

FOR IMMEDIATE RELEASE

SeaCliff Beauty Packaging & Laboratories Creates Customized Packaging for New Beauté Cosmetics Product

Beauté Cosmetics turned to **SeaCliff Beauty Packaging & Laboratories** to create a customized packaging solution for their NEW Compact. Launching in Summer 2010, this cutting-edge Compact boasts a custom magnetic insert that allows the product to be used for eyeshadow, blush and a variety of other face products. The Compact's magnetic insert enables it to be refilled with new pans of various sizes.

"This was our first time providing a component for **Beauté Cosmetics**, and we are thrilled to team up with such an innovative color cosmetics company," says **Vonda Simon**, president of **SeaCliff Beauty Packaging & Laboratories**. "We custom-designed this sleek, cutting-edge Compact to allow for different types of uses, resulting in a product that is truly one-of-a-kind."

SeaCliff Beauty Packaging & Laboratories was founded in 1999 by Vonda Simon with the purpose of offering cutting-edge, performance-based packaging options at competitive prices for the cosmetic, skincare, healthcare and dental industries. All **SeaCliff** components feature state-of-the-art, high-quality designs customized to each client's specific needs. With years of industry experience, **SeaCliff's** technically knowledgeable team has the expertise to

provide personalized solutions that surpass industry standards. A leader in distinctive packaging, **SeaCliff** has designed components for world-renowned beauty industry leaders including ReVive, Bare Escentuals, Boscia, MUD and more.

SeaCliff Beauty Packaging & Laboratories is located at **17530 Von Karman Avenue, Irvine, Ca 92614, 949-955-1239** or visit www.seacliffbeauty.com.

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