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FOR IMMEDIATE RELEASE

## SeaCliff Beauty Packaging & Laboratories Opens New York City Office

**SeaCliff Beauty Packaging & Laboratories** will open its first New York office in September. Located in Union Square, the office will serve as a showroom for East Coast-based clients to view **SeaCliff Beauty**'s array of packaging options, and it will service the company's existing New York clients.

The New York office will feature **SeaCliff Beauty**'s signature level of service and turnkey approach.

"I am thrilled to launch our first-ever New York City office," says **Vonda Simon**, president of **SeaCliff Beauty Packaging & Laboratories**. "As so many of the major players in the beauty industry are based in Manhattan, it was a natural choice for us to develop a New York presence. I am excited to bring my packaging ideas and expertise to an East Coast clientele."

**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 Murad, Inc., Guthy Renker, Bare Escentuals, Rembrandt, ReVive, Arbonne International and more.

**SeaCliff Beauty Packaging & Laboratories** is located at **17530 Von Karman Avenue, Irvine, Ca 92614, 949-955-1239** or visit [www.seacliffbeauty.com](http://www.seacliffbeauty.com).

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