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FOR IMMEDIATE RELEASE

SeaCliff Beauty Packaging & Laboratories Now Offers Stock Library of Color Cosmetics

To provide their clients with a new private labeling option, **SeaCliff Beauty Packaging & Laboratories** will offer a stock library of color cosmetics, beginning in February 2010. Clients can opt to have personalized colors designed, custom-blended and filled, all on the **SeaCliff** premises. Among the color cosmetics available are a state-of-the-art lash-enhancing mascara, color-enriched brow and lip liners, and pressed and loose powders for the face and eyes.

“I am thrilled to announce that **SeaCliff** has the unique distinction of being able to *fully* develop a line color cosmetics on-site, enabling us to ensure that our clients’ unique needs and specifications are fulfilled in a timely and efficient manner,” says **Vonda Simon**, President of **SeaCliff Beauty Packaging & Laboratories**. “Our ability to handle everything from the design to the packaging and production of cosmetics allows us to act as a one-stop shop for clients, streamlining the process and eliminating the need for clients to look for outside vendors.”

SeaCliff Beauty Packaging 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.

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