

New Drinkable Beauty Supplement Utah-based Sibü launches nutri-cosmetic at Expo West

By Peter McMullin

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SALT LAKE CITY, UT – Sibü, a company specializing in Himalayan Sea Buckthorn health and beauty products is creating buzz with a new “inside-outside” beauty line featuring a drinkable juice supplement.

Sibü, the leader in Sea Buckthorn health and beauty products, is launching its new Sibü Beauty line of products at the Natural Products Association “Expo West” in Anaheim, CA March 5th-9th 2009. This product line has been in the making for over a year and features a drinkable beauty product said to possess unique beautifying effects. There are also 3 other companion products all featuring Sea Buckthorn as the functional ingredient. Along with the drink, Sibü Beauty will offer a day-time face cream, a luxury moisturizing face cleanser, and a daily supplement capsule. This beauty “system” benefits skin, hair, and nails with products to be taken internally and products to be used topically.

Sibü Beauty is the brain-child of Sibü president and founder Bruce McMullin. Bruce has been a champion for Sea Buckthorn and its unique benefits to human skin, hair, and nails for many years. The exclusive source of Premium Himalayan Seabuckthorn used in Sibü products comes from wild-growing, hand-harvested plants high in the Himalayan regions of Tibet. McMullin has utilized his long-running relationships with some regional leaders to organize co-ops for harvesting. Sibü pays fair-market value to harvesters thus helping to ease the plight of many poverty stricken villages. Sibü also founded and funds a non-profit organization called the Tashi Foundation to benefit the impoverished people of Tibet.

Sibü is launching its new beauty line nation-wide using a “hybrid” distribution model incorporating both national distribution companies and direct-to-retailer campaigns. Retailers will be able to order directly from Sibü beginning in March 2009, or from national distributors later this year. The company believes this will maximize the success of this launch given the current economic climate. Retailers will be able to receive information and samples of product to try out. Sibü is also considering a direct-response campaign to educate the consumer and tell the “Sibü Story”.

To receive information about the product (press kits, samples, etc) contact Kim Driggs of Avatar Marketing in Kona, Hawaii 1-808-329-3220. To contact Sibü directly, call Peter McMullin in Salt Lake City, Utah 1-800-720-7428.

Sibü ~ 1098 E. South Union Ave., Midvale, Utah 84047 ~ (800) 710-7428
[www.sibubeauty.com](http://www.sibubeaauty.com)

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Sibü produces and sells health and beauty products from Wild Crafted Himalayan Seabuckthorn. Sibü products are all natural cutting edge nutricosmetic and nutraceutical. Sibü is located in Salt Lake City UT and currently sells product in USA and Canada.

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Tags	seabuckthorn, sea buckthorn, sibü, tibet, cosmeceutical, nutricosmetic
Email	Click to email author
Phone	800-710-7428
Fax	801-567-0050
Address	1098 E. South Union Ave.

City/Town	Midvale
State/Province	Utah
Zip	84047
Country	United States