

## **Sibu Beauty launches successful retail campaign, Sibu goes nationwide in 30-days.**

*By Peter McMullin*

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*MIDVALE, Utah—Sibu Beauty launches its sea buckthorn-based beauty system and obtains nationwide distribution and media attention in only 30-days.*

Sibu, “The Sea Buckthorn Company” launched its long awaited beauty system into natural products distribution channels at Expo West in CA only a few weeks ago. After following up with a Canadian launch at the CHFA Expo in Vancouver, Sibu Beauty has already been picked up for nationwide distribution and has caught the eye of numerous media outlets and beauty mavens.

Sibu had rather aggressive goals to land at least one nationwide retail distributor in the natural products arena within 90 days from the launch. It came as a surprise when 2 distributors, Lotus Light in the US and Purity Life in Canada, had already accepted Sibu Beauty by the end of the launch at Expo West. There are 2 more, Select Nutrition and Nature’s Best, that are ready to begin distributing Sibu Beauty as well, due to demand of retailers wanting the product line. Such retailers include Whole Foods Market who will be testing Sibu Beauty in Vancouver and Salt Lake City for the following nationwide distribution.

Sibu Beauty was also approached, unsolicited, by the Mike and Juliet show, syndicated on FOX in every major market, for highlight during an anti-aging segment. This shoot is to be in New York at Fox News studios in the near future. A Sibu executive representative and a Sibu customer/testimonial will take part in the segment highlighting the anti-aging, effect Sibu Beauty products have on causing a more youthful tone and texture to skin, hair, and nails.

Sibu is also discussing opportunities with more than one potential celebrity endorser about becoming the Sibu Beauty spokesperson. This person will be part of Sibu Beauty PR, advertising, and all types of marketing efforts including print, television, internet, and more.

Sibu Beauty is a sea buckthorn-based beauty “system” of four products that, whether used together or used alone, will nourish and protect skin, hair, and nails for a more youthful tone and texture. For more information on Sibu Beauty products, visit the website at [www.sibubeauty.com](http://www.sibubeauty.com) or call (800) 710-SIBU.

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[www.sibu.com](http://www.sibu.com)

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

Category	Beauty, Health
Tags	sibu, beauty, seabuckthorn, sea buckthorn, whole foods market, natural, retail, distribution
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