

**FOR IMMEDIATE RELEASE**

## **Global Beauty Provides Complete Branding Services with Private Label *Cosmeceutical* Skincare Line for Estheticians**

IRVINE, CA (April 1, 2008) – Ellen Clark, founder of Control Corrective Skincare, recently created [Global Beauty](#), a private label cosmeceutical skincare line that helps estheticians to effortlessly **increase their bottom line through advanced, private label products, low minimums and branding support.** “Global Beauty offers a great add-on value, providing ‘brand equity’ to the esthetician, while we do all the legwork,” said Clark. “Literally within four weeks, you can have a gorgeous, branded product on your shelf, with a minimum investment.”

In addition to top-notch products not typically available in the private labeling arena, the line features sophisticated customized labeling, creating a completely professional, custom look within weeks.

“A private label product is an extension of one’s business, so you want to make sure it speaks well for you. The product reflects the personality of the spa. If you are an elegant spa or salon, for example, communicate that through value packaging,” Clark explained.

Global Beauty further enhances a salon’s success in understanding and selling the line by providing marketing collateral material, samples, counter cards, a technical manual, starter kits and consumer brochures. On-site training is also available.

She continued, “My goal is to help salon owners to become more empowered by building ‘brand equity’ and extending themselves to their clients through their products. When a client purchases *your* product, they are taking part of the salon experience home with them, which quickly helps to build customer loyalty and repeat purchases.”

Skin care professionals can order a sample pack through the website: [www.globalbeauty.net](http://www.globalbeauty.net). Global Beauty offers opening orders starting at just \$1,500, and includes a full-service effort, from logo inclusion to customized marketing tools, with a minimum order of six pieces per SKU.

Global Beauty offers private label products in all inclusive packages in either Pearl, Platinum or Golden. A full range of professional and retail products includes peels, treatment serums, moisturizers, cleansers, toners and more.

“We are the ideal fit for salon owners that really value the relationship, the quality of the product and the positive experience they will have in doing business with us.” We are branding them, and that is huge,” Clark concluded

All formulas have been tested and active ingredients extensively researched for true potency in an FDA registered laboratory.



For more information on Global Beauty, or to order product, visit the website at [www.globalbeauty.net](http://www.globalbeauty.net) or call/email (949) 770-4290; [ellencark@globalbeauty.net](mailto:ellencark@globalbeauty.net).

## **ABOUT ELLEN CLARK**

Ellen Clark, L.E., MA began her professional esthetic career in the late 1980's, after graduating from Loyola Marymount University, then acquiring her esthetic license and opening up the first corrective skincare clinic in Sunnyvale, CA. After expanding to a second location in San Jose, CA, she opened a regional skincare distribution company, and began teaching advanced esthetics as well as speaking at professional trade shows and schools. During this time,

Ellen continued her education, receiving her MA in Counseling Psychology, while writing trade articles on treating problem skin and building salon business.

Since Ellen always wanted to create a skincare line, and had considerable experience with formulations that were custom-made for her clinics, she sold her other businesses, and launched Control Corrective Skincare Inc., a comprehensive, professional skincare line, available to licensed skincare professionals.

After numerous requests for custom formulations and private label options, Global Beauty was started.

Ellen is actively involved with the National Association of Women Business Owners (NAWBO), speaks nationally, and offers private consulting to spa owners of all size.

