

EMK Placental Appoints Beauty Beverly Hills for Exclusive Distributorship

BEVERLY HILLS, Calif., March 24 (SEND2PRESS NEWSWIRE) – Regal International, Inc., doing business as Beauty Beverly Hills (beautybeverlyhills.com) has been appointed by EMK Products, LLC to be the exclusive distributor of the EMK PLACENTAL(R) Skin Care Product line. Under the agreement, Beauty Beverly Hills will be allotted exclusive worldwide distributorship for the development and management of internet affiliates, marketing and sales.

Beauty Beverly Hills will be working to boost market share of the EMK product line by rapidly increasing market penetration based on a detailed market segmentation analysis it has conducted. Furthermore, Beauty Beverly Hills will be instrumental in implementing market expansion strategies to boost its affiliate network of partners. Beauty Beverly Hills has enlisted the services of Linkshare (www.linkshare.com) the largest network affiliate partners of any program provider, as a means to expand its affiliate network and create a shared revenue generation model with prospective affiliates.

“Beauty Beverly Hills has assembled a powerful team of business professionals with an extensive track record in IT consulting, marketing and public relations,” says Benik Hovsepian, President of Beauty Beverly Hills. “We are excited to bring out the market potential of an already popular product used by many of the world’s most well known celebrities.”

Current industry trends report that the skincare industry has seen significant consecutive growth in non-invasive skin care treatment and anti-aging facial products. The cosmetic industry as a whole saw a 4 to 7 percent annual growth during 2003-2007 and will be worth \$21 billion by 2012, claims Packaged Facts, a leading publisher of market research. It forecasts that anti-aging facial skincare products will continue to be the fastest-growing segment in skin care cosmetics.

Despite the ongoing economic downturn, industry publications like the Packaged Facts forecast continued growth in anti-aging skin care products. According to Jason Bordbar, marketing expert and consultant for Beauty Beverly Hills, “No market is immune to sharp economic downturns; however, consumer loyalty is strong for anti-aging facial care products like the EMK product line. The industry as a whole demonstrates low inelasticity of demand with high switching costs. Such purchases are considered non-discretionary spending by consumers. Essentially, consumers regard anti-aging cosmetic products as necessities as opposed to luxury goods.”

Beauty Beverly Hills will be working to target the growing baby boom generation which represents one of the largest segments of anti aging product usage. Industry growth rates have been mostly driven by the baby boom generation and its quest to achieve a youthful look.

About Regal International Inc., DBA Beauty Beverly Hills

Regal International Inc., has provided brokerage and consulting services for the past two decades. It works with a team of talented business professionals, including sales and marketing professionals and seeks to maximize product return on investment.

About EMK Products, LLC

EMK Placental, headquartered in Beverly Hills, California has been providing celebrity skin care products in Beverly Hills since 2001. EMK's produces a broad array of placental skin care and anti-aging products. EMK's research and development is based on collaborative efforts of industry consultants, biochemists, dermatologists, cosmetologists, and aestheticians.

For more information on the products visit www.beautybeverlyhills.com.

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