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The beauty of products



Three-year extension following initial market success worldwide

BUILDING on the initial market success of the worldwide licence for bath and beauty products, designer Debra Valencia and Landy International have renewed the deal in a three-year extension to include soaps, shampoos,



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body wash, shower sets, bubble bath, and the ever popular bath and body spa kits.

The Brand Liaison, the exclusive licensing agents for Debra Valencia, completed the deal on her behalf and are currently working with other major manufacturers on additional licence agreements and unique collaborations.

Debra said: "Landy are such great licensing partners, allowing me to push the creative boundaries in the bath and body category.

"This is not just a namesake licensing deal – I personally design surface patterns for the packaging and select the colour schemes, fragrances, bottle shapes, cosmetic bags, accessories and containers."

Landy are a leading health and beauty manufacturer in China, supplying customers in more than 60 countries, and US Director of Sales Ken Posner said: "The incredible response to Debra Valencia's bath and beauty products dictated that we continue to expand the Debra Valencia brand.

"Our sell-throughs were very strong this year and our buyers and retailer contacts are asking for more product. By expanding our relationship with someone as talented as Debra Valencia, we're now able to continue to provide our retail partners with incredible collections of bath and body sets in her fantastic patterns and colours for many years to come."



- www.DebraValencia.com
- www.thebrandliaison.com
- www.landyint.com
- www.aromanice.com

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