



Pacific Nail and Beauty appointed as exclusive Fake Bake supplier to the wholesale beauty industry

Fake Bake Australia, the Australian distribution arm of the highly successful global sunless tanning brand Fake Bake, today announced the appointment of Pacific Nail and Beauty as the exclusive Fake Bake supplier to the Australian wholesale beauty industry.

Managing Director of Fake Bake Australia, Sharon Blockley, describes the joint venture as a giant leap forward in its goal to increase the awareness of the Fake Bake brand amongst Australia's leading salon professionals.

"Fake Bake Australia is excited about this new relationship. It will allow us to develop the Fake Bake brand and progress an opportunity that the company has been exploring for some time. In choosing Pacific Nail and Beauty as the exclusive supplier of Fake Bake to the wholesale beauty industry the company is aligning itself with an organisation that has an excellent reputation within the industry for the quality of the brands that it represents," Blockley quoted.

Pacific Nail and Beauty Managing Director, Glenn Joseph, is anticipating strong demand for Fake Bake as salon professionals throughout Australia discover the fantastic results that are achieved when using the Fake Bake product range. Glenn Joseph stated, "Pacific Nail and Beauty is looking forward to participating in the success of Fake Bake in Australia through the increased market awareness of the brand. Salon professionals will be impressed by the superior service quality that Fake Bake delivers to their customers. We share Fake Bake Australia's vision of ensuring Fake Bake achieves the success in Australia that it has had overseas."

Fake Bake Australia will continue to sell direct to salons, online beauty retailers and online at fakebake.net.au. Fake Bake will also be establishing a brand new website "fakebakesalons.com.au" for salon professionals to learn more about Fake Bake products and to purchase the salon professional product range online. For further information please call 1300 787 587

Sharon Blockley is available for interviews in relation to the partnership between Fake Bake Australia and Pacific Nail and Beauty. Please direct all media enquiries to Eleni Matsos, PR Account Manager for Fake Bake Australia.

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