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News Release

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**At PLMA’s ‘World of Private Label’ in Amsterdam,**

**Orchard Custom Beauty to Highlight**

**New Statement Cosmetics & Scientific Skincare**

***The company will premiere trend-influenced cosmetics and novel scientific skincare including micro-needling patches, among other debuts.***

*Amsterdam, Netherlands –* At PLMA’s “World of Private Label” International Trade Show held May 23-24 in Amsterdam, **Orchard Custom Beauty,** an Innovative Beauty Group (IBG) company, will debut an array of innovative products spanning several industry trends, including statement cosmetics and science-based skincare solutions. At booth 8.D07, the company will display its several new product launches, in addition to highlighting its broad spectrum of standard product solutions.

**Orchard Custom Beauty** willpremiere new products highlighting three main themes: Express Yourself, Science Lab and Happy Home.

**Express Yourself** is a theme focused on making a statement and celebrating “festival season.” It includes products such as metallic eye pencils, biodegradable face glitter, fragranced and color changing nail polish products, hair tinsel, and face jewels.

**Science Lab** features scientific skincare for face, body, and hair using the latest technology. It includes a range of products such as micro-needling patches, blue light protection face mist, body deodorant, and hair treatment ampules.

**Happy Home** presents everyday life products in home fragrance and home care.

It includes **Bonjour**, a home fragrance product line intended to take consumers through a different, mood-matching sensory journey for each day of the week and **Virgo**, a home cleaning product line with 100% natural fragrance and 98% natural active ingredients.

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**About IBG**

IBG (Innovative Beauty Group) is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. Comprised of Orchard Custom Beauty and FASTEN Packaging, IBG applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Offices in Toronto, New York, Los Angeles, The Netherlands, Paris, Shanghai, Guanzhou, Shenzen, and Dongguan.

For more information, visit <https://innovativebeautygroup.com/>.