

## **Biovène Barcelona attributes success to Cosmoprof Worldwide Bologna**

*BOLOGNA, Italy, March 15, 2018 - Biovène Barcelona*

It is now a year since Biovène Barcelona launched at Cosmoprof Worldwide Bologna with a mission to reach global distribution through brick and mortar retailers. After shipping 500,000 orders in 2016 through e-commerce, it was time to move forward and branch out from the online world.

Biovène Barcelona came to Cosmoprof in 2017 with only one product on their shelves, the Black Peel-Off Mask, a product they originally started to produce in the end of 2014. In hindsight, the timing in 2017 could not have been better - social media awareness reached new levels, creating a global demand only few cosmetic products earlier have seen.

“Thanks to the excellent tradeshow events hosted by Cosmoprof in both Bologna & Las Vegas, products from Biovène Barcelona are now available in over 35 countries with retailers ranging from upscale perfumeries such as Marionnaud, drug store chain Rossmann, healthcare and beauty chain Watsons, supermarket giant Carrefour and members’ clubs such as Sam’s Club”, stated Pedro da Cruz, Vice President of Sales for Biovène Cosmetics SL.

This year Biovène Barcelona is back at Cosmoprof Worldwide in Bologna and is announcing the full product line “I’m in Love with the Charcoal”, which builds on the success of the Black Peel-Off Mask.

“We are happy to share this product news with the Biovène family in United States: our most anticipated product, the Charcoal Magnet Mask, will be available in Walmart stores by the end of June 2018”, Pedro da Cruz continues.

The Charcoal Magnet Mask from Biovène is an innovative, natural, anti-aging and rejuvenating face mask consisting of iron magnetic particles, activated charcoal and a blend of the most precious oils nature has to offer for a smooth, firm and radiant complexion.

The official distributor of Biovène Barcelona in the United States is Grace Beauty, a top Beauty Distributor throughout the nation with excellent sales, replenishment and supply chain infrastructure.

“Having the Biovène products supported by Grace Beauty has enabled us to surpass our expectations, and with Grace Beauty’s ability to accommodate the retailers’ specific needs we are able to customize programs that fit most shopper’s environment”, Pedro da Cruz continues.

The journey for Biovène has just begun and the brand is motivated to continue innovate and seek new ways to create exciting products.

“We want to thank all our customers worldwide for being part of the Biovène family. Without you we would not be here today - THANK YOU”, Pedro concludes.

### **About Biovène Barcelona**

Biovène Barcelona is committed to develop and bringing the most affordable, innovative and natural beauty products to trend-seeking customers worldwide. R&R Consumer Healthcare Holding in Barcelona is the owner of Biovène Barcelona and oral care brand Stella White, available in 35+ countries from Europe, Americas to the Middle East. The product lines cater for distribution channels such as department stores, national chains, specialty stores, pharmacies, airports, mass merchants, and more.

For more information, visit [www.biovenebarcelona.com](http://www.biovenebarcelona.com)

**Biovène Barcelona exhibits at Cosmoprof Worldwide Bologna in Hall 22, booth C25.**

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