

Sally Hansen selects new SA distributor

World-renowned brand Sally Hansen has signed a licence agreement with Indigo Cosmetics. For over 50 years, the brand has led the way in nail treatment and colour. Today, its continuous innovation, fashion-driven style and high quality salon-inspired services have reputedly made it the number one nail expert in the US.

This adds to the South African company's portfolio, which includes brands such as Yardley, Lentheric, Coty, Adidas, Nailene, Monteil and Rimmel. Premium subsidiary brands under licence include celebrity fragrances such as David Beckham, Antonio Banderas, Celine Dion, Kylie Minogue, Kate Moss and Halle Berry.

It is a market-driven company with a strong corporate emphasis on innovation and brand development. It is ISO accredited and boasts a 5-star NOSA rating. Susan O'Keeffe has been the MD since 2005 and is committed to continuing the company's domestic expansion.

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