



FOR IMMEDIATE RELEASE

Contact: Mark Jerkins
407.222.3576
mark@tinsleycreative.com

Proprietary Product Launch for Clean, Natural Self Care Products from The PCA Group

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution - after thirty years of experience working alongside high-end celebrity brands, has curated one of their very own personal care lines for natural, clean beauty- e.fek.tiv.

The e.fek.tiv brand offers a variety of products ranging from straightening gels, to facial cleansers and body balms, and are available online on their website and in select stores such as Sephora.

“The brand e.fek.tiv beauty evolved from a call to action in order to eliminate toxic ingredients from beauty products while maximizing product performance,” said The PCA Group President Piyush Golia. “We are proud to say our eco-beauty products are made from *pure, plant based and earth friendly ingredients* that are as effective as they are clean.”

Consistent throughout the line, products are vegan, cruelty free, paraben, sulfate and gluten free. The e.fek.tiv brand worked to source the finest ingredients from across the globe, while also being safe and eco-friendly in an effort to protect the planet and provide the user with a better experience. These beauty products have been produced for both men and women, born from natural, essential nutrients for the health of your body, hair and skin.

“The PCA group is excited to announce one of our very own lines for beauty and personal care,” added Golia. “After working alongside celebrity brands, we were able to fabricate our own brand. We thought of the idea and then went through the process of development and testing, then processing, licensing and manufacturing. We have the resources necessary to conduct and control worldwide distribution out of our solar powered facility.”

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it has exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Ashley Benson, Addison Rae, Rebecca Minkoff, Thomas Kosmala, Maluma, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on e.fek.tiv, visit <https://efektivshop.com>.

###