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Contact: Mark Jerkins
407.222.3576
mark@tinsleycreative.com

PCA Group-Backed Swiss Arabian Take's Amazon's Number One Spot in Women's EDP

New York, NY - The PCA Group - *a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution* – has partnered with **Swiss Arabian** and **Amazon** for distribution of their various **Scents of Arabia fragrance line** including perfumes, oils and incense. This collaboration has granted Swiss Arabian the **number one slot on Amazon** in Women's Eau de Parfum in Beauty and Personal Care.

The PCA Group distributes Swiss Arabian's various fragrances such as Layali Rouge, Amaali and Jamila to name a few.

"We're pleased with how quickly they were able to climb to number one in such a competitive market," said The PCA Group President Piyush Golia. "We know their brand will continue to expand and we're thankful for the ability to stand by them."

The Swiss Arabian perfumery blossomed in 1974 after Hussein Adam Ali's passion for fragrance encouraged him to establish the first perfume house in the United Arab Emirates (UAE). Their fragrances are cruelty free and encapsulate an authentic blend of heritages and ingredients from cultures in the East and West.

"When I started Swiss Arabian in 1974, it stood for reliability, dependability and integrity. The message today is the same," said Ali. "We are a name to be trusted and we hope to carry this trust forward and live up to it. The PCA Group and its distribution partners like Amazon are helping us continue moving our brand forward."

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it 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, 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 Swiss Arabian, visit <https://swissarabian.com>.

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