

Beat: Health

THE EMOTION & BEAUTY LAB (TEBL) RAISES € 1.1 MILLION FOR GROWING

SALES FORCE AND R & D

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USPA NEWS - TEBL (The Emotion & Beauty Lab) finalized its first round with venture capital firm Venture Pleiades and Business Angels referents of the company's business. This contribution of € 1.1 million will allow TEBL to support business growth through the development of new businesses in the luxury sector.

TEBL develops a new distribution model in luxury. There will be 3000 new jobs will be created, under the status of VDI (independent direct sellers), trained in luxury trades and sales. They will bring unprecedented consumer experience luxury cosmetics through TEBL Events Beauty and jostling traditional distribution channels. A FRENCH KNOW HOW IN LINE WITH THE PURE TRADITION-----

TEBL is orchestrated by animators as trained to luxury trades and sales. TEBL Beauty's events bring in private, in a refined atmosphere, a selection of exceptional cosmetic and personalized service. Brands marketed by TEBL are manufactured in France. TEBL owns the facial brand "LULL Paris" (only cosmetics to target de-stressing and regenerating effect on the skin golden receptors). "LULL Paris" cosmetics are designed by TEBL laboratory and are manufactured in France under its control because it focuses the expertise and quality of components in the purest French tradition and know how. Dr. Regis Martin, the founder of TEBL, selected other brands by following the same strict criteria as those LULL : "quality of composition" and "innovative nature of their formulation, proven effectiveness and wonderful textures. TEBL aims to become the first luxury cosmetics brand in Europe sold directly to the customers home.-----

"This capital increase will allow us to fulfil our objective of creating a network of 3000 Animators Beauty Events in France, to ensure their training and quadruple our product range, and to cover all the expectations of our customers and become the European leader in this new business of Luxury. "Doctor REgis Martin.-----

PLEIADE VENTURE IS A CAPITAL RISK COMPANY RAISING FUNDS BETWEEN € 100k€ TO 2 € MILLION-----

Pleiade Venture is a Venture Capital Company (SCR) that invests in young companies amounts ranging from € 100k to € 2 million. While many financial deserted venture capital to development capital or LBO, Venture Pleiades remained in the field of youth development and their companies need long-term support. Since 1999 this position has enabled it to raise capital in its first choice of entrepreneurs who have succeeded not only financially, but who extend their entrepreneurial history by participating in a certain way to do venture capital. Some of these entrepreneurs were themselves funded by Pléiade Venture in the past. The current portfolio consists of fifteen companies in diversified sectors (except Biotechnology) and the entire French territory. The company historically based in Paris opened an office in Lille, on the premises of Euratechnologies.

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