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FOR IMMEDIATE RELEASE:

J. WHITE & ASSOCIATES PARTNERS WITH BAY SOLEIL®

J. White & Associates is pleased to announce its national representation of Bay Soleil® Advanced Suncare. Bay Soleil® was created by one of the world's most respected contract manufacturing companies, PakLab, for Mandalay Bay Hotel in Las Vegas. Mandalay Bay executives were seeking to introduce a high end line of sun care products that will carry the mystique of their world famous beach resort in products that could ultimately be sold in prestige salons, spas, and stores across America.

PakLab's world-class team of chemists, microbiologists, engineers and designers have taken sun care to a higher level with the Bay Soleil® line. "Bay Soleil® has created a new category in sun care, finding and filling the gap between 'single SPF' products and high end skin care," states J. White & Associates VP Kristel White. "This is an 'outdoor line with indoor benefits,' with each of the 12 products combining sun protection with state-of-the-art (and patented) skin care. Addressing on-trend concerns such as superior hydration, antioxidant and anti-aging, Bay Soleil® has truly changed the suncare landscape."



J. White & Associates, based in Charlotte, NC, is an international firm specializing in cultivating emerging market leaders as well as advancing brands poised for the next level of market expansion. To contact J. White & Associates, please email jeff@jwhite-assoc.com or call 704-335-1502.

**J. WHITE & ASSOCIATES—THE LINK BETWEEN INNOVATIVE
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