

MONAT® BECOMES A PATRON OF THE BRITISH BEAUTY COUNCIL

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MONAT® UK Ltd (MONAT), a multinational distributor and direct seller of premium hair care products, has become a Patron of the newly established British Beauty Council to help develop excellence and growth within the beauty industry.

Following a successful launch into the UK in 2018, MONAT® UK & European Managing Director, Ros Simmons recognised a synergy between the two company's philosophies – reputation, education and innovation – plus a desire to ensure the beauty industry is recognised for the large contribution it plays within the British economy, including job creation and security for women.

MONAT® is a luxury vegan beauty brand with a mission to help people everywhere enjoy beautiful, healthy, fulfilling lives through exceptional, naturally based products, a fun and rewarding business opportunity and a culture of family, service and gratitude.

The British Beauty Council has been founded to represent the voices, opinions and needs of the British beauty industry and represents all areas of the beauty industry. The not-for-profit inclusive organisation works to engage politicians and business leaders about the value of British beauty to the national economy, and its key role in the UK's creative and cultural character. Its ambition is to ensure that the beauty industry is recognised and valued at all levels of government, through the wider economy and by consumers.

“MONAT® is a movement for people looking to create their own business and destiny, the power to create conversation, and inspire a greater network to take action and help others, alongside themselves. How we talk to our Market Partners is similar to how the British Beauty Council is talking to the industry – encouraging us all to get involved and have our voices heard, and this is why we were keen to get involved as a Patron of the British Beauty Council,” explains Ros Simmons.

Jane Boardman, chair of the British Beauty Council adds, “We are delighted to have MONAT® involved as a Patron of the British Beauty Council. Their commitment to driving the sector forward will be great addition to our pillars of Education and Innovation. We're excited to receive their support as we progress our mission to enhance the reputation of the beauty industry.”

www.monatglobal.com

www.britishbeautycouncil.com

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