

Technology Applications International Corporation (NUUU) Personal Care Industry's Marketing Trends With REJUVEL

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SALT LAKE CITY, UT, USA, March 8, 2015 /EINPresswire.com/ -- Trends in personal care products can often occur under the radar, as a result of viral marketing or shopping networks like QVC (QVCA), HSN Inc. (HSNI) and ShopHQ (EVLV) which generate billions per year via only a handful of TV personalities most recently supermodel Tyra Banks beauty products promotion generated 7,000 users submitted with a hash tag created for the event and sales skyrocketed. This means even large companies like luxury cosmetics company Elizabeth Arden (NASDAQ: RDEN) must rely on strong word-of-mouth for its products, and some sheer luck when it comes to publicity. A strong product means a strong public reception, and that is precisely the kind of media frenzy occurring right now over [REJUVEL](#), the flagship product of Technology Applications International (OTCBB: [NUUU](#)) which is a perfect fit to be featured on networks like HSN, QVC and ShopHQ.

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sponsored athlete, Magda Lopez, promoted REJUVEL during a February marathon and continues to advertise the product day in and day out. To cap off REJUVEL's onslaught of celebrity connections, the product was recently included in the gift bag given the Academy Awards presenters. All of these instances of celebrity association are invaluable assets to the marketability of parent company Technology Applications International Corporation.



While NUUU remains on the rise, L'Oreal (OR.PA) may reside on the opposite end of the spectrum as a company in decline, as the make-up giant has received multiple warnings for claiming two of its products promote healing properties in line with prescription medicine. Investors in this complex market should beware of a large company making repeat marketing blunders, instead focusing on smaller, more flexible options on the verge of big success.

In addition to an essential proprietary product and marketable celebrity associations, REJUVEL Int'l fits in neatly with the current green movement as a cruelty-free company that guarantees no animal testing on any of its products, while Technology Applications' subsidiary, NueEarth, Inc., is developing technology using electron particle beam technology in order to combat some fracking problems and removal of pollutants from wastewater. The Female Health Company (NASDAQ: FHCO) also shares positive partnerships with environmental and health trends through its association with the International AIDS Society to help bring about awareness and AIDS prevention.

Among personal care companies vying to be the next big thing, marketing is a major key, and associations with celebrities and business trends make all the difference. Pair those invaluable commodities with a proprietary product unlike any other, and investors can call that a winner in more instances than not. Technology Applications International Corporation (NUUU) boasts all of these credentials and more, and its proprietary REJUVEL skin cream already exhibits the qualities of a future juggernaut.

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