



Seasoned Veteran Alexandra Zanella Named SVP Global Business Development of SimySkin™

Age-Specific Skincare Line Poised For Global Expansion

WEST PALM BEACH, FL, USA, April 4, 2016 /EINPresswire.com/ -- SimySkin™, an age-specific luxury skincare line based on the key ingredient vitamin B12, announces Alexandra Zanella as Senior Vice President of Global Business Development.

“We are thrilled to have Ms. Zanella on board as we continue to grow SimySkin,” says SimySkin CEO and Founder Georges Benarroch. “With her deep expertise, SimySkin is strongly positioned to expand its market share throughout the US, Canada and France, enabling its retail partners to reach a larger global audience with its advanced formulations that prevent, maintain and repair skin damage.”

Ms. Zanella joins SimySkin from Revolution Organics where she was the Creator and Founding Partner of the award-winning beauty company, which delivered organic, beauty products globally. Under Ms. Zanella’s leadership, Revolution Organics became the first USDA Certified Organic Color Beauty Collection in Canada and a favorite of celebrities and beauty influencers.

Dubbed a “Beauty Trailblazer” and “National Treasure” by Vogue Australia and Flare magazines, Ms. Zanella’s career includes directing Sales/Business Development for Clean Brands Inc. and Dessert Beauty Inc. as their Senior Vice President. She was instrumental in generating over \$100 million in sales and secured more than two dozen high profile global retail partnerships while serving as the key contact for sales and marketing initiatives.

Zanella’s civic involvement includes serving on the Board of Directors of the Canadian American Business Council, a leading Washington DC based trade association. She also leads a team of volunteers for a charitable foundation of the Canadian Cosmetic, Toiletry and Fragrance association – Look Good Feel Better - whose mission is to empower women by helping them manage the appearance related effects of cancer.

“It’s a privilege to join the SimySkin team,” said Ms. Zanella. “I’ve been impressed with the team and the products’ texture, outcomes and the science behind them. I look forward to bringing SimySkin’s growth strategy into the future.”

About SimySkin™

SimySkin produces age specific, anti-aging serums and creams designed to ease the appearance of time, environment and stress. By combining advanced science with powerful natural ingredients, SimySkin effectively targets and reverses chronological and photoaging. Based on over 15 years of research by its principals, SimySkin taps into the super powers of Vitamin B12 to enhance the beauty and health of skin.

SimySkin emphasizes oncology over dermatology. The outcome is scientifically proven, potent, luxurious skincare that corrects signs of aging, preserves healthy skin and prevents future damage. The range offers formulas with more active ingredients than other retail solutions.

Combining the best of French and American formulation and manufacturing, all products are formulated and developed in France and the U.S and can be purchased individually or as part of a kit. Products have all conformed to rigorous compliance and testing regulations across USA, EU and Canada.

www.simyskin.com

For more information or for product images or samples, please contact KELZ PR
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