

Tip Beauty enters GTR market with TRbizz



Tip Beauty nails product

Dubai-based TRbizz, a services agency that specializes in growing brands in duty free, tells *Global Travel Retail Magazine* today it has been tapped by Tip Beauty to bring its products to the global travel retail market.

Los Angeles-based Tip Beauty is a press-on nail and lash beauty brand. With at-home self-care still trending since pandemic lockdowns, Tip Beauty gives women the opportunity to create beautiful nails efficiently and change up their nail looks as often as needed, in very little time. The nails come in unique designs, are easy to apply and remain pristine through wear. They can be reapplied to the nail with glue if they fall off prematurely.

"Natural nails are much safer underneath a pair of press-ons than gels or acrylics. Tip Beauty's luxury press-on nails typically stay on for five days," reads the press release.

Tip Beauty products are marketed as "grab and go" items which require little-to-no product education. The packaging includes multi-lingual instructions.

Una Cassidy, CEO of Tip Beauty said, "We are happy to partner up with TRbizz, as they specialize in the global travel retail and can fill the void for women on-the-go. Many busy female travelers are craving instant beauty even when they are pressed for time on the way to a business meeting, vacationing or want to look social media ready."

Hendrik Verbrugghe, Founder of TRbizz, said, "As our company is always scouting for brands that are passionate about their products and are well-fit and convenient to be sold into the GTR we are very happy to move forward with Tip Beauty. They have already proven their success in the domestic USA market. I'm convinced Tip Beauty, available in different packaging options, will soon be a sought-after and affordable personal care brand for many GTR retailers."