

# It's a 10 Haircare and Be a 10 Cosmetics enter travel retail



It's a 10 'Miracle Keratin Collection' travel kit

Beauty brands [It's a 10® Haircare](#) and [Be a 10™ Cosmetics](#) have announced their partnership with luxury consumer goods distributor [International Brand Builders Inc.](#) (IBBI), to help the brands enter the travel retail sector.

"The partnership will launch in the Americas, meaning the multi-award-winning beauty products, like the brand's travel kits, will become available in airports, cruise lines and more, making it one of their largest retail channels and a dream come true for the brands' Founder & CEO Carolyn Aronson," explains a press release.

"With this massive expansion, she is elated that even more consumers have expanded access to her <sup>1</sup>

products, no matter what their global destination might be. This timing is also extremely opportune, since according to recent research, the travel retail beauty sector is expected to grow at a CAGR of 8.5% over the next five years, making this partnership a strategic move for both beauty brands."

The brands have built a substantial consumer base over the past 17 years, with It's a 10 Haircare available in over 70 countries.

"At It's a 10 Haircare and Be a 10 Cosmetics, we believe that everyone deserves to feel beautiful and confident, no matter where they are in the world. This retail opportunity allows us to bring that message to even more people and help them look and feel their best during their travels and beyond," says Aronson.

It's a 10 Haircare and Be a 10 Cosmetics will debut in the Americas TR region at the upcoming [IAADEF Summit of the Americas](#) in April.