

# Tairo Group's SOMAR division expands portfolio with L'Oréal Professional products



The SOMAR Division team is pictured alongside Cristina Lloveras, Veroushka Concepcion, and Kristopher Fonseca of L'Oréal PPD, based in Puerto Rico

Tairo Group, a leading distributor of luxury goods in the Caribbean, proudly announces that its SOMAR Division will now distribute L'Oréal Professional products in select Caribbean territories. This strategic move includes premier haircare brands such as Kérastase, Redken, and L'Oréal Professionnel Paris, among others.

With a strong presence in the beauty and personal care industry, Tairo Group is known for its dedication to bringing high-quality products to the Caribbean market. This partnership underscores SOMAR's commitment to enhancing the professional hair care landscape and elevating industry standards across the region.

For further details, visit [www.tairo.com](http://www.tairo.com) or contact Fatima Nelson at the SOMAR Division of Tairo Group.