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FOR IMMEDIATE RELEASE

TAIKI USA PARTNERS WITH BEAUTY EXPERT MATTHEW WAITESMITH

Montvale, New Jersey – June 2013 – Taiki Group, a premier global leader of skincare and make-up beauty tools, containers and products announces a partnership with long-time global make up professional, [Matthew Waitesmith](#).

Matthew Waitesmith is currently a consultant for new ventures in the beauty and design industries. His background within the beauty industry and focus on application is unmatched.

Matthew's unique, vast knowledge of product application greatly aligns with Taiki's philosophy. "We are continually looking to use design & science to enhance the consumer experience. By partnering with Matthew has further given Taiki insight into the application experience", states Jim Perry, President/CEO TaikiUSA. Combining efforts and ideas will provide customers with new, innovative solutions that will change the landscape of cosmetic industry.

Mr. Waitesmith is well known in the industry for his years at MAC Cosmetics as the Sr. VP Global Artist Training & Development. He created the AT&D department and defined its approaches and was responsible for the training and development of all MAC Artists globally. Under his leadership, he & his team produced and offered information, training videos and experiences, which helped define years of unique artistry techniques, servicing experiences and product knowledge. During this time, MAC grew from an 80 million dollar business to a billion dollar enterprise.

Taiki Group specializes in the art & science of make-up and skincare application. Being an international leader, Taiki offers a global structure that integrates development, manufacturing and logistics to ensure the best quality, superior service and technical expertise. Taiki provides beauty tools, beauty containers and beauty products to major cosmetic and skincare brands around the world.