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FOR IMMEDIATE RELEASE

TAIKI REINVENTS THE COSMETIC SPONGE

Montvale, New Jersey – June 2014 – Taiki Group, a premier global leader of skincare and make-up beauty tools, containers and products has reinvented the cosmetic sponge, Taiki Beauty Foam.

“Taiki was one of the first inventors of the cosmetic sponge over 80 years ago. Since that time, we have continued to improve the sponge to enhance the overall application experience,” states Jim Perry, CEO/President –TaikiUSA. “Using our exclusive new manufacturing process, the new Taiki Beauty Foam delivers the performance of a luxury sponge at the prices of a standard.” adds Perry.

Taiki Beauty Foam allows for smaller, more controlled pore size that creates more consistency and a soft feel. “The goal was to create a sponge that offers premium performance at competitive pricing,” says Perry.

For more information on Taiki Beauty Foam

<http://www.taikiusabeauty.com/beauty-foam/>