



Pamela Laird

Moxi Loves

Moxi Loves is the brainchild of cosmetics industry professional and expert Pamela Laird, who started developing the product range in 2015, which went on sale last October. The company provides a range of beauty solutions and products that are convenient, easy to use and, most importantly, great for your skin.

During her early career in the beauty industry Pamela was recognised as a leading practitioner working on editorial photo shoots, with celebrities at high profile events and as education and brand ambassador for some of the world's leading cosmetic brands.

In 2015 Pamela tapped into her entrepreneurial flair when she went full time into setting up and developing her Moxi Loves convenient beauty solutions product range. Based on her extensive real life beauty knowledge and years of experience of the beauty industry, she knew exactly what busy consumers want - smart, quick, practical products which will simplify their beauty routine, instant essentials that they will buy over and over again.

Moxi Loves lead product is Eye Catcher Cleansing & Correcting Buds, individually wrapped pre-filled cotton buds with a click-to-release formula, ready for use to remove or touch up makeup. Travel friendly, alcohol free, suitable for sensitive eyes and contact lens wearers, these are now stocked in over 600 stores and pharmacies nationwide. Plans to develop the product range are well advanced, and the next phase of the company's growth will be to expand further into the UK, Europe and US.

www.moxiloves.com

