

HOME *of* AESTHETICS

BEAUTY LIVES HERE

For immediate release

Home Of Aesthetics (HOA), a trailblazer in the Australian beauty and aesthetic industry, is thrilled to announce the launch of its groundbreaking platform on April 23rd, 2024.

After months of careful planning and development, HOA is set to transform the B2B landscape with its revolutionary wholesale marketplace and directory. Serving as a convenient professional only one-stop-shop, HOA caters to all beauty and aesthetics needs, offering everything from business coaches to skincare and consumables.

Harnessing state-of-the-art technology and deep industry knowledge, the platform promises to simplify procurement processes, increase brand research capability, product accessibility, and foster unparalleled connectivity and growth within the business community.

"We're incredibly excited to introduce our platform to the industry," says Sophie, Co-founder of HOA. "Drawing from our experience as business owners and business development managers, we recognised the need for a comprehensive solution that was missing in the market. We have worked tirelessly to create this solution that addresses the evolving needs of businesses and with our wholesale marketplace, we aim to empower brands and suppliers, drive industry growth, and redefine B2B interactions."

The digital launch event on April 23rd, 2024, will be a significant milestone for HOA and the beauty industry at large.

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Attendees can anticipate an engaging experience, including product showcases, live demonstrations, interactive sessions, and exclusive prize opportunities.

Key highlights of the digital launch include:

Product Showcase: Explore a curated selection of beauty and aesthetic products from top brands and suppliers.

Live Demonstrations: Experience the platform's capabilities firsthand through live demonstrations and interactive sessions.

Industry Insights: Gain valuable knowledge from industry experts on emerging trends, market dynamics, and business strategies.

Networking and Prize Opportunities: Connect with industry peers, suppliers, and brands to explore collaboration opportunities and win exciting prizes.

HOA extends a warm invitation to beauty industry stakeholders, suppliers, brands, and media representatives to join in the celebration of its digital launch on April 23rd, 2024.

About HOA:

HOA is dedicated to revolutionising the Australian beauty and aesthetic industry by reshaping how businesses connect and thrive. With a focus on innovation, technology, and community, HOA is committed to empowering brands, suppliers, and industry professionals to achieve their goals and drive collective growth.

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Home Of Aesthetics

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