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FOR IMMEDIATE RELEASE:

## **J. WHITE & ASSOCIATES ANNOUNCES CALIFORNIA TAN PARTNERSHIP**

J. White & Associates is delighted to announce its partnership with California Tan, a division of New Sunshine, LLC. Based in Indianapolis, IN, New Sunshine's portfolio includes nearly every leading brand in both sunless and UV tanning.

"California Tan established their market dominance as the preeminent brand in professional tanning in the 1990s," states J. White & Associates president, Jeff White. "Their departure from the professional beauty distribution channel—in favor of the professional tanning distribution-only approach—created opportunity for many of the relatively smaller brands which exist to this day on the beauty distribution side. We are excited to partner with Cal Tan to once again bring significant opportunity for growth to our professional distribution partners. Time has truly shown that there simply is no substitute for the best, and Cal Tan's formulas, packaging, and training platform are better than ever!"

"We feel that J. White & Associates' team possess both the experience and the relationships to create substantial, long-term partnerships for us in the professional beauty industry," states Ashley Wottring, Marketing Manager for California Tan. "We are excited about this new venture and look forward to reestablishing our presence in this important and growing segment of the market."

J. White & Associates is an international firm specializing in placing emerging market leaders with key distribution and retailing partners. To contact J. White & Associates, please call 704-335-1502 or Email [kristel@jwhite-assoc.com](mailto:kristel@jwhite-assoc.com).



***J. White & Associates — THE link between innovative manufacturing and targeted distribution.***

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