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FOR IMMEDIATE RELEASE

TAIKI'S SITI KHALID PROMOTED TO NATIONAL SALES DIRECTOR

Montvale, New Jersey – March 2015 – Taiki Group, a premier global leader of skincare and make-up beauty tools, containers and products is proud to announce the promotion of **Siti Khalid to National Sales Director**.

Siti has been with Taiki since 2006 and during that time has grown from Sales Assistant to her new role as National Sales Director. Over the years Siti, provided sales support, managed projects and in 2012 was promoted to Account Manager for Estee Lauder.

“Siti has done an exceptional job managing our luxury customers, with a strong focus on the Lauder brands,” says Jan Wilson, VP Sales, Product Development & Supply Chain. “She has a broad understanding of the industry, Taiki’s product offerings and operational procedures,” adds Wilson.

In her new role, Siti will continue to oversee the luxury accounts, work on overall account strategy, spearhead sales training for the organization, and be a liaison for internal CRM.

“At Taiki, we have a strong emphasis on science & design that helps us improve the application experience for the consumer. Siti’s product expertise and understanding of the importance of application is a huge asset for Taiki as well as our customers”, says Wilson.

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.