

Samson & Charlie to showcase organic, eco-friendly skincare as first time exhibitors at Life Instyle Expo August 1-4, Royal Exhibition Building

Stunning-looking skincare that really works is Samson & Charlie's mission, and the brand is thrilled to share their products at the huge Life Instyle Expo in Melbourne, from August 1-4th. After launching just two months ago in April 2019, Samson & Charlie is already beloved by skincare fans, boasting over 14k Instagram followers.

"We're really excited to introduce our organic skincare collection to boutique owners from across Australia," said founder Carole Staeck. "The expo is our chance to show everyone our effective and super gorgeous products for the first time."

Samson & Charlie products really work on skin complaints from acne to redness, and they're also effortlessly Instagram-worthy thanks to their iridescent colours and luxe packaging. The Gift Blue Tansy Facial Oil is a breath-taking peacock blue, and already a favourite of skincare fans. The entire Blue Tansy Balancing Range will be just one of the product ranges on show at the Samson & Charlie booth during Life Instyle expo.

While founder Carole and Aaron Staeck are excited to showcase at the expo, their highlight is set to be the launch of their new, Anti-aging Facial Oil with some very special ingredients.

"We'll be launching our brand new, very innovative product at the expo," said Carole. "I can't tell you any more, as we haven't released it to the public yet. But I can tell you no one has ever done this before!"

Samson & Charlie's breathtakingly beautiful skincare will be in the First in Style section for first time exhibitors, right near the entrance off the exhibition centre at booth F66. With the attendance of over 7000 retailers from around the country, the expo is the perfect platform for eco-friendly Samson & Charlie to showcase their innovations. The effervescent Carole and Aaron Staeck will be manning the brand's booth from August 1-4th, just bursting to share their new product release with expo attendees.

Discover Samson & Charlie's products at www.samsonandcharlie.com and on Instagram @samsonandcharlie

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