



Silk'n Beauty Products

Silk'n Beauty Products feature light LED devices for reducing fine lines and wrinkles (FaceFX) and for the permanent removal of unwanted hair (Flash'n Go). Cesari created a DRTV campaign that help gain entry into top retail stores and ultimately support further expansion into multiple sales channels in US and Canada all while building brand recognition as well as paying for the TV media expenditure.



“Rick and his team have helped us build a winning multi-channel Branding campaign from the ground up. They’ve been there every step of the way. Our sales increased from \$18MM to over \$100MM in 3 years They’re valued partners.”

-Michael Bank, President, North America Division,
Home Skinovations, Inc. Silk'n Beauty Products