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Integrity Ingredients Corporation Hires Tina Haviland as Vice President

Torrance, California – July 20, 2021 – Integrity Ingredients Corporation hired Tina Haviland as Vice President of Product Development & Innovation.

Ms. Haviland brings nearly 30 years of experience in the development of skincare, haircare, personal care and color cosmetic products. She has worked for both Beauty Industry startup businesses as well as several major companies such as L’Oréal, Avon, Milani Cosmetics and Laura Geller Beauty. As a seasoned product developer, she is passionate about delivering on-trend, innovative concepts and products that satisfy the needs of consumers. Ms. Haviland holds a BA degree from Lehigh University from which she graduated with honors.

In her role prior to joining Integrity Ingredients Corporation, Ms. Haviland served as a highly successful Product Development consultant since 2013. David Howell, CEO of Integrity Ingredients Corporation, has commented that “we’re very excited to have Tina on board. Her depth of experience, knowledge and management capabilities will complement our growing team of seasoned executives.”

Integrity Ingredients Corporation specializes in the manufacture and distribution of specialty, clean beauty raw materials for the personal care industry. For beauty brands, formulators and contract manufacturers, the company also provides custom product development, regulatory and market research services, as well as turnkey opportunities.

For more information, contact Natalie DiLallo at 310.782.0282.

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Source: Integrity Ingredients Corporation

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