

FOR IMMEDIATE RELEASE

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Press Release US Based Saint Lucian Entrepreneur launches Skincare Brand alongside a Boost For Black-Owned Businesses

Owner and Founder of Twist By Vee LLC, Mr. Vaughn Constable is a United States based St. Lucian who has single-handedly created his mark within the diaspora. From his brand of bow ties to facemasks, he has birthed a new brand.

Vaughn suffered from acne right through his adulthood and ever since having to wear masks through the covid-19 pandemic, his skin condition worsened considerably. Last December, he began to research and in January embarked on what is about to be the perfect skincare regimen for men and women, BODY By TwisT.

His newest sub-brand leveraging science, expertise, and nature to deliver the most potent formulations in skincare and beauty. Composed of the highest quality ingredients sourced from around the world, including his homeland of St Lucia, these luxury, clinical-grade formulas are effective as they are safe!



The BODY By Twist Collection

Includes: Exfoliating Face Scrub, Perfect 10 Oil Cleanser, Fresh Tea Face Toner, Cucumber Herbal Eye Gel, Eye Corrector Serum, Hydrating Face Moisturizer, Detox Nightwear Cream and Beard Oil.

The Collection will be officially launched in Atlanta, Georgia on May 8th 2021 from 4-8pm. Tickets are FREE and Registration is highly encouraged due to covid-19 protocols. RSVP at www.bodybytwist.com, or www.twistbyvee.com

BOOST BLACK BUSINESS

In 2020 with the rising of the black lives matter movement, the need to support black business owners became increasingly evident. The ability to invoke change and social justice in a socially divided nation is thought by many economical strategists to be highly probable through the economical choices that consumers make.

Vaughn's new online directory and web application is aimed to cultivate a dynamic and sustainable consumer relationship by uniting black business owners with consumers who support or would like to



support them. “www.BoostBlackBusiness.com will become the ultimate, universal, one-stop source, where consumers can find products or services by black business owners anywhere, anytime.” Vaughn said, is the mission of Boost Black Business.

Boost Black Business will be officially launched alongside BODY By Twist on May 8th, 2021.

The **BOOST BLACK BUSINESS POP-Up Shop Series 2021** will highlight black business owners aiming to market and promote their products and services in cities across America. Stay tuned for Pop-up dates in cities near you. For listings, advertisements and vendor opportunities, visit: www.boostblackbusiness.com