

“IKB is here to stay! Authentic and original IKB sold exclusively through Mitchell Group International”

(London, England) Mitchell Group EU introduces the new and improved IKB product line. The new product has been reformulated to maintain its integrity while added new technology makes the product more effective. The classic IKB 80g soap will still be available but a new 200g soap containing micro-beads has been introduced to the product line along with an emollient body lotion to even out skin tone, classic serum to fade dark spots along with gel and maintenance cream. In addition, the new product line has been repackaged and features the Mitchell Group logo on the box guaranteeing authenticity and quality of the product.

In the past few years Chief Ikb and his International Licencee, Mitchell Group, have faced the mounting issue of product counterfeiting which has been, and continues to be a serious matter in the ethnic skincare market. Michel Farah, CEO and founder of Mitchell Group International says, “We were working on developing the new IKB product line and thought, why not repackage IKB and display the Mitchell label to assure our long-standing customers that we are invested in them. We want to play a part in fighting back against counterfeiting and this is one way of knowing that you are getting the real thing.”

Although counterfeiters have stolen the IKB name and tried to replicate the special formulation succeeding in fooling shop owners, Mitchell Group EU is determined to continue making the change. IKB is the first product line produced by Mitchell Group to be branded with the Mitchell Group logo assuring the long-standing quality of a product. Through the anti-counterfeiting IKB campaign we hope to make a noise that ripples through the market and send a clear message to counterfeiters., IKB is here to stay! This is our attempt to restore integrity to the ethnic skin care market.

The new IKB product line features old favourites as well as new improved lines. For instance, the classic pink soap that ‘mother has always used’ has been joined by the new and improved 200g micro-bead soap containing the highly effective Alpha-Arbutin Complex . A smooth emollient lotion that penetrates deep into the skin locking in moisture for a radiant glow takes a pride of place along side the classic serum concentrate for dark spots which is typically used on knuckles and elbows and when mixed with the lotion provide excellent results for evenly toned skin. Similarly when applied with a cotton bud on facial hyper pigmentation (dark spot) spot will evenly fade until desired tone has been reached.

Additionally the family of complimentary products also boasts an active gel, which is recommended for three-week night use on the face. After the three-week period a maintenance cream should then be applied. Counterfeit products were restricted to 80g soap, cream and in some cases a poor attempt at the lotion (counterfeit lotion can be identified by the red and green cap).

Mitchell Group EU IKB products have been repackaged to differentiate the real IKB from the counterfeit products being sold illicitly to ethnic beauty stores. For more information or to arrange an interview please call or email: Mitchell Group EU +44 (0)800 988 2441 info@MitchellGroupEU.com