

## World Vegan Month Ethical Beauty Business Booming for 21 Year Old Entrepreneur

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World Vegan Month: Ethical Beauty Business Booming for 21-Year-Old entrepreneur 21 Year Old Entrepreneur confident booming business will defy the double-dip recession.

21 year old Rose Brown is celebrating a successful 2012 after releasing her own collection of natural vegan beauty products, opening her second store in two years, and becoming one of the youngest suppliers to Fenwick department stores in their history.

Rose, who is a vegetarian and the daughter of UB40 drummer and songwriter James Brown, founded [PHB Ethical Beauty](#) to provide a natural and ethical alternative to mainstream beauty products. Since releasing their product collection earlier this year they have already launched with Fenwick of Leicester, a number of international retailers and also opened their second store in Cheltenham.

Rose says that meeting these milestones in such a short period of time gives her confidence that her company can come through this difficult period which is seeing 30 shops close on High streets in Britain each day. "The positivity we've received since releasing our product collection has been truly overwhelming," says Rose, "Our eco-credentials, affordable pricing and our focus on providing 100% natural yet highly effective skincare & cosmetics has meant that our range is proving very popular, particularly as people are becoming more discerning about what they use on their skin."

PHB products are handmade in the UK using only natural and organic ingredients. They use eco-friendly packaging and their range is certified Vegan and Cruelty Free (free from animal testing). All products are also free from the common synthetic chemicals used by many well-known brands which often cause sensitivity and irritation in many women, such as alcohol and artificial fragrances, and they promise never to use ingredients which are known toxins or carcinogens including Parabens and SLS.

Their product collection is also Certified halal, the latest eco-credential which has meant their range has received a lot of international interest from countries such as Dubai, Brunei and Singapore. Halal Certification ensures no harsh alcohols or haram (forbidden) ingredients are used in the making of PHB Products, and reinforces the animal-free and eco-friendly status of the products, providing peace of mind to a variety of customers.

"Following the incredible success in our current outlets we've chosen to expand and open a new store in Cheltenham, UK.

The Cotswolds is an area of outstanding natural beauty and we feel our incredibly ethical range sits perfectly in this historic town."

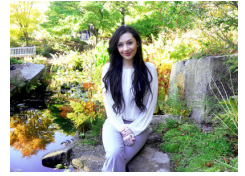
Visit our Stores:

PHB Ethical Beauty Cheltenham- 2a Regent Street (Near to Jamie's Italian), Cheltenham, Gloucestershire, GL50 1HE

PHB Ethical Beauty Birmingham- Level 2, Pavilions Shopping Centre (Adjacent to The Bullring), High Street, Birmingham City Centre, B4 7SL

Email: [info@phbethicalbeauty.co.uk](mailto:info@phbethicalbeauty.co.uk) for more information.

### Media:



### Related Sectors:

Retail & Fashion :: Women & Beauty ::

### Related Keywords:

Ethical Beauty :: Handmade :: Made In The UK :: Eco-Friendly :: Vegan/Vegetarian :: No Alcohol :: Free From Hars ::

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