

SOL DE JANEIRO

Sol de Janeiro Announces Official Launch in South Africa

Exclusive Partnership with Prestige Cosmetics Group to Deliver Authentic Sol de Janeiro Products to South Africa

NEW YORK, NY – [November 2024] – [Sol de Janeiro](#), the globally recognized beauty brand celebrated for its Brazilian-inspired rituals and spirit, officially announces its entry into the South African market. This highly anticipated launch is made possible through an exclusive partnership with the Prestige Cosmetics Group, ensuring South African consumers can access authentic, high-quality Sol de Janeiro products.

Founded in 2015, Sol de Janeiro has captivated multi-generational consumers worldwide with its sensory-rich formulations, transformative textures, and iconic fragrances. Every product is crafted to embody the spirit and warmth of Brazil, inviting users to experience the beauty of self-celebration.

In keeping with Sol de Janeiro's commitment to quality and authenticity, the partnership with Prestige Cosmetics Group is vital in delivering authorized products to consumers. **Heela Yang, Co-Founder and CEO**, emphasizes this mission: "Our goal is to bring our worldwide community genuine experiences with safe, efficacious, and transformative products. By partnering with Prestige Cosmetics Group, we're thrilled to bring Sol de Janeiro's authentic offerings to South Africa, where consumers can shop confidently from authorized retailers."

The Prestige Cosmetics Group, a trusted name in South African beauty for over 50 years, will be Sol de Janeiro's official distributor in the region. "We are honored to be the official distributor for Sol de Janeiro in South Africa and look forward to making its iconic products accessible to customers across the country," shares Maria Lambros, CEO of Prestige Cosmetics Group.

Starting 27 November 2024, Sol de Janeiro products will be available through the following authorized retailers in South Africa.

- **ARC** – In all physical stores and online at www.arcstore.co.za
- **Bash Online - The Foschini Group**: www.bash.com
- **Edgars Online**: www.edgars.co.za
- **Takealot Online**: www.takealot.com

- **Truworths Online:** www.truworths.co.za
- **Woolworths Online:** www.woolworths.co.za

This distribution expansion represents Sol de Janeiro's dedication to providing global consumers with authentic products while fostering connections through trusted retail channels. Consumers are encouraged to purchase only from these authorized retailers to ensure product validity and safety.

Stay up to date on our latest brand news and authorized retailer announcements by following Sol de Janeiro on our social channels.

About Sol de Janeiro

Launched in 2015, Sol de Janeiro is a globally recognized, award-winning beauty brand, drawing inspiration from Brazil's beauty rituals, warmth, and spirit. Sol de Janeiro delivers a sensory experience beloved by multi-generational consumers worldwide, with clinically proven results, transformative textures, and transportive fragrances. The brand has earned high-profile honors, including being named one of *TIME100's* 2024 Most Influential Companies, *Fast Company's* 2024 World's Most Innovative Companies, and *WWD Beauty Inc's* Power Brands of 2024, underscoring its leadership in the beauty industry and outstanding workplace. Available at premium international retailers like Sephora and online at soldejaneiro.com, Sol de Janeiro is rooted in the belief that beauty is an attitude, not a standard.

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