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Spreading the Seeds

Plantogen, a plant-derived, Australian-based skincare line, has formed a new partnership with Anew Pte, a leading spa distributor in Singapore, to offer its products to the ever-growing Asian market. Plantogen marked its debut May 16 at a VIP event in Singapore; the company's products will now be available to businesses and consumers in Singapore, Malaysia and Cambodia, in addition to its current availability in the United States, Canada, New Zealand and Ireland. "We're very excited about our expansion to the Asian market, and we feel this is a major growth strategy for the Plantogen brand," says Elda Argenti, president of Plantogen.

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