



## erenzia beauty selects BeautifulBeast

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**BeautifulBeast** Independent agency BeautifulBeast is collaborating to launch a new beauty brand: erenzia beauty. For far too long, Latinas have been ignored by traditional beauty brands or treated as an afterthought. erenzia is a brand inspired by the Spanish word "heritage," but with a modern and current angle. erenzia beauty celebrates the roots of Latin culture through its mindfully combined ingredients.

**erenzia** "We wanted erenzia beauty to be more than just another Latina-founded brand: a whole proposal that motivates and empowers Latinas to own their beauty and take a step forward in their innate power, both emotionally and financially. We wanted to share our deep roots and cultural strength with the entire world," commented Alina González, Brand & Product Co-Founder of the new company.

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